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UNIVERSITY AVENUE

SPECIFIC PLAN

RIVERSIDE,
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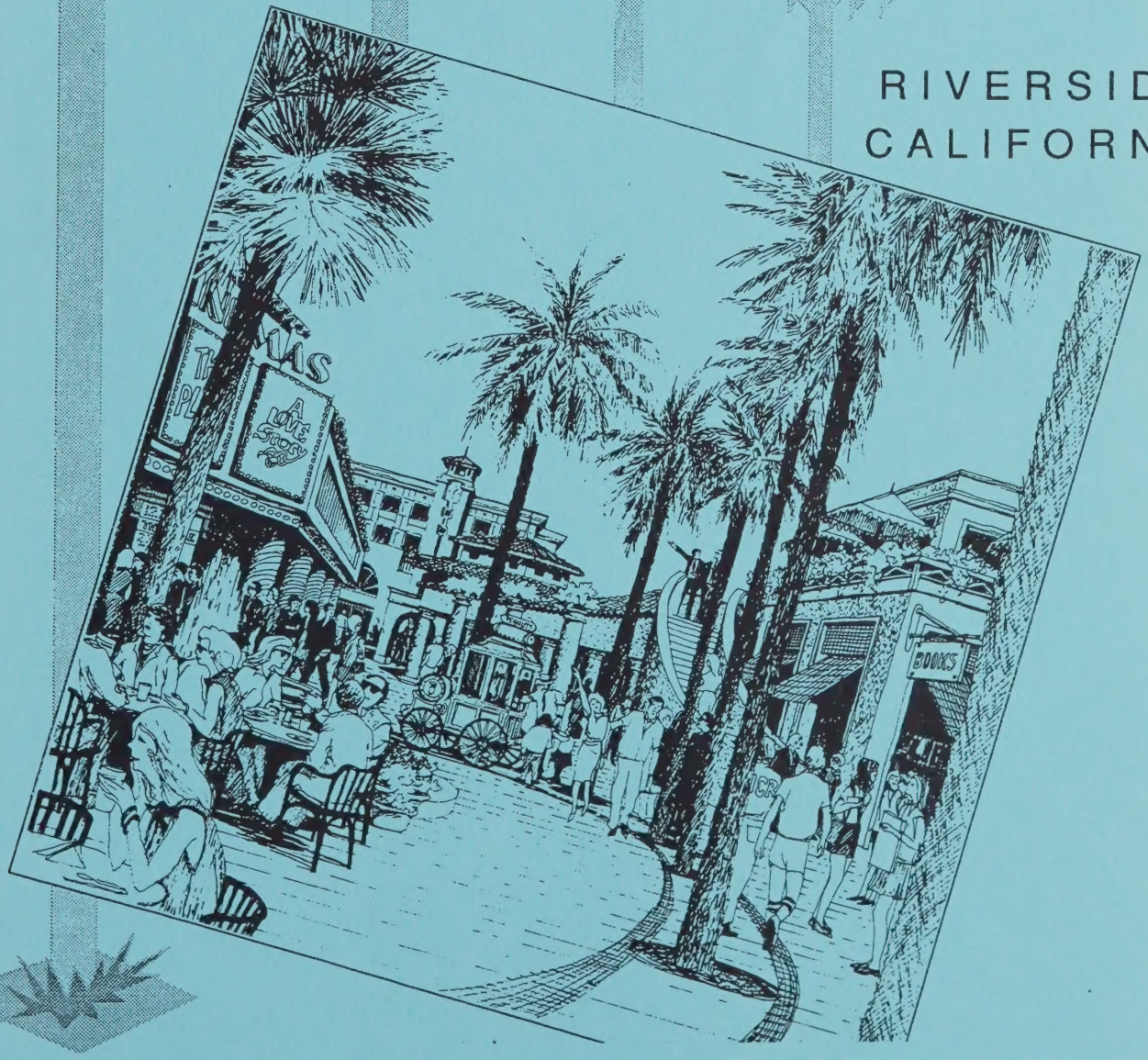

Adopted January 26, 1993

REVISED BY SP-001-945, Res. 18587, adopted 10-25-94
See Resolution at the end of the document
Revised by SP-007-990,
Corrected Pages 6-6 - 6-15 & 7-2 - 7-7

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UNIVERSITY AVENUE SPECIFIC PLAN

City of Riverside, California

August 6, 1992
Revised September 25, 1992
Adopted January 26, 1993
Resolution # 18169

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The Riverside Development Department
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PREFACE

Important Questions and Answers About this Plan

What Is a Specific Plan?

Whereas a community's General Plan is the primary guide to the physical growth, development and improvement of the community, local communities may also prepare Specific Plans for the systematic implementation of the general plan for all or part of the area covered by the general plan. In essence, by preparing and adopting a specific plan, a local community may pay particular attention to the unique characteristics of special areas of the community. A specific plan allows the community to tailor the planning process and subsequent implementation programs to help realize the community's future vision for its physical development. The authority for preparing and adopting specific plans derives from California's planning, zoning and development laws, Sections 65450, et. seq. of the Government Code.

What are the Boundaries of the University Avenue Specific Plan?

University Avenue is one of Riverside's principal thoroughfares. The Avenue connects to major geographic regions of the City - the campus of the University of California and Riverside's historic Downtown. The Avenue also serves as an area-wide transportation link connecting Interstate 215 on the east with the Riverside Freeway (State Route 91) through central Riverside (see Figures 1 and 2).

Who Needs to Read the University Avenue Specific Plan?

If you own property, a business, or have a community interest in University Avenue, you should read and be aware of the University Avenue Specific Plan. If your property falls within the boundaries of the Specific Plan, which are shown in Figure 2, the plan will directly affect you.

What is the Purpose of this Specific Plan?

The Specific Plan for University Avenue and the application of site plan and design review procedures are necessary to preserve and promote the health, safety and general welfare of the community by achieving the following purposes:

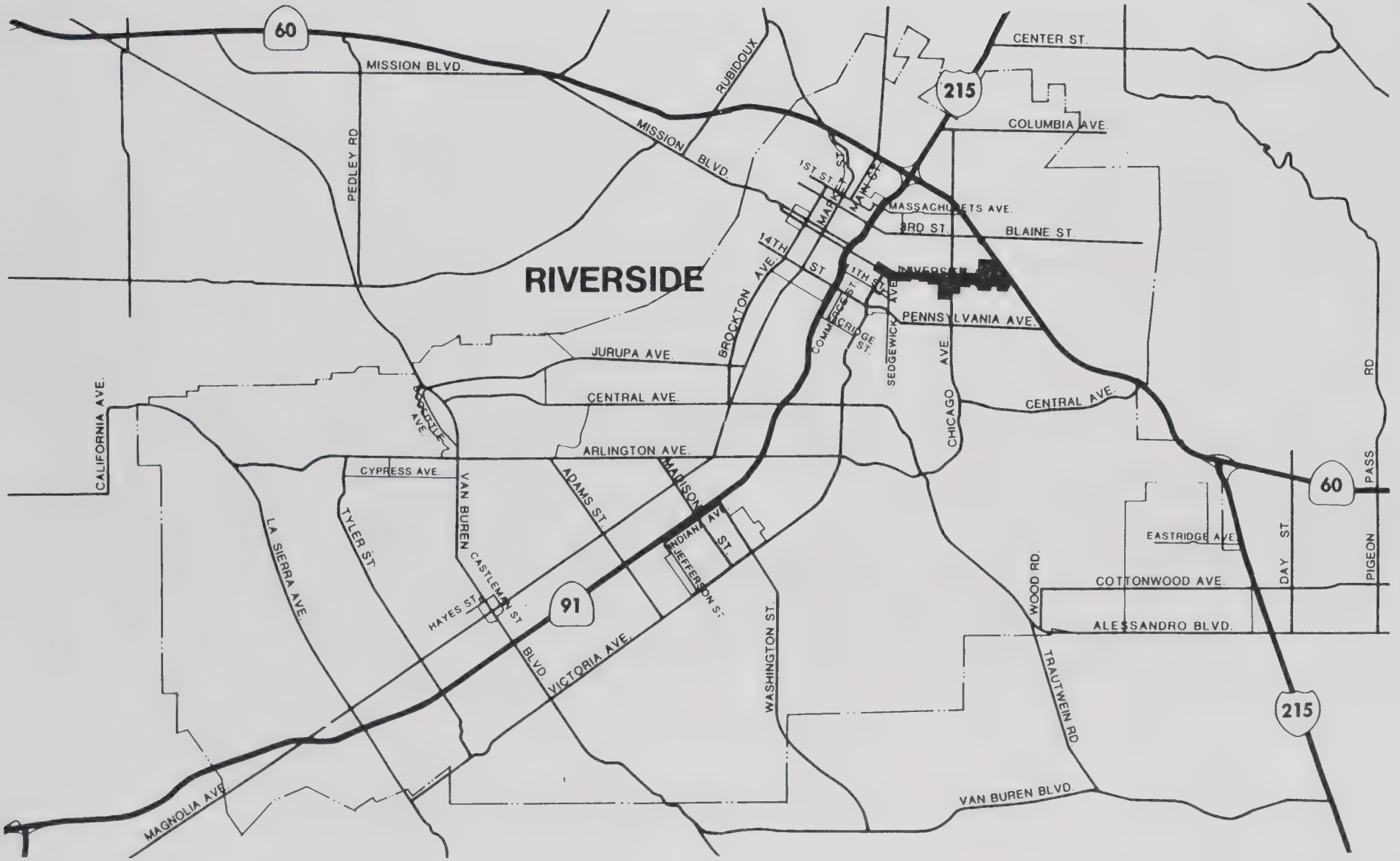
- Recognizing that University Avenue is the key, primary link between downtown and the Riverside campus of the University of California;
- Promoting the long-term viability and rejuvenation of the University Avenue corridor as an active, lively, visually attractive thoroughfare used by the community, the University and visitors;
- Establishing and maintaining an appropriate, complementary and viable mix of land uses along the corridor;
- Encouraging high quality development, architectural design and landscape continuity;
- Encouraging and accommodating pedestrian activity along the corridor;
- Establishing and maintaining visual continuity along the corridor;
- Recognizing the interdependence of land values and aesthetics and establishing a method of implementing this interdependence in order to enhance and maintain the values of surrounding properties and improvements;
- Effectuating and implementing the Central Industrial Redevelopment Area Plan of which University Avenue is a part.

How Does the Specific Plan Relate to the Zoning On My Property?

The University Avenue Specific Plan supplements and significantly expands the zoning on your property. The Specific Plan is the **first priority** for guiding the use and development of your property. The underlying zone on your property fills in only those development standards which are not otherwise provided for by the Specific Plan.

How is the Specific Plan Organized?

The Specific Plan consists of nine chapters in addition to this Preface: Chapters 1.0, 2.0 and 3.0 provide introductory, background information, and issues regarding the Specific Plan. Chapters 4.0, 6.0, 7.0 and 8.0 provide definitions, objectives, policies, standards, and guidelines which apply to properties along University Avenue. Chapter 5.0 deals with issues related to the landscaping and improvement of University Avenue as a major boulevard.



Specific Plan Area

Figure 1
Location

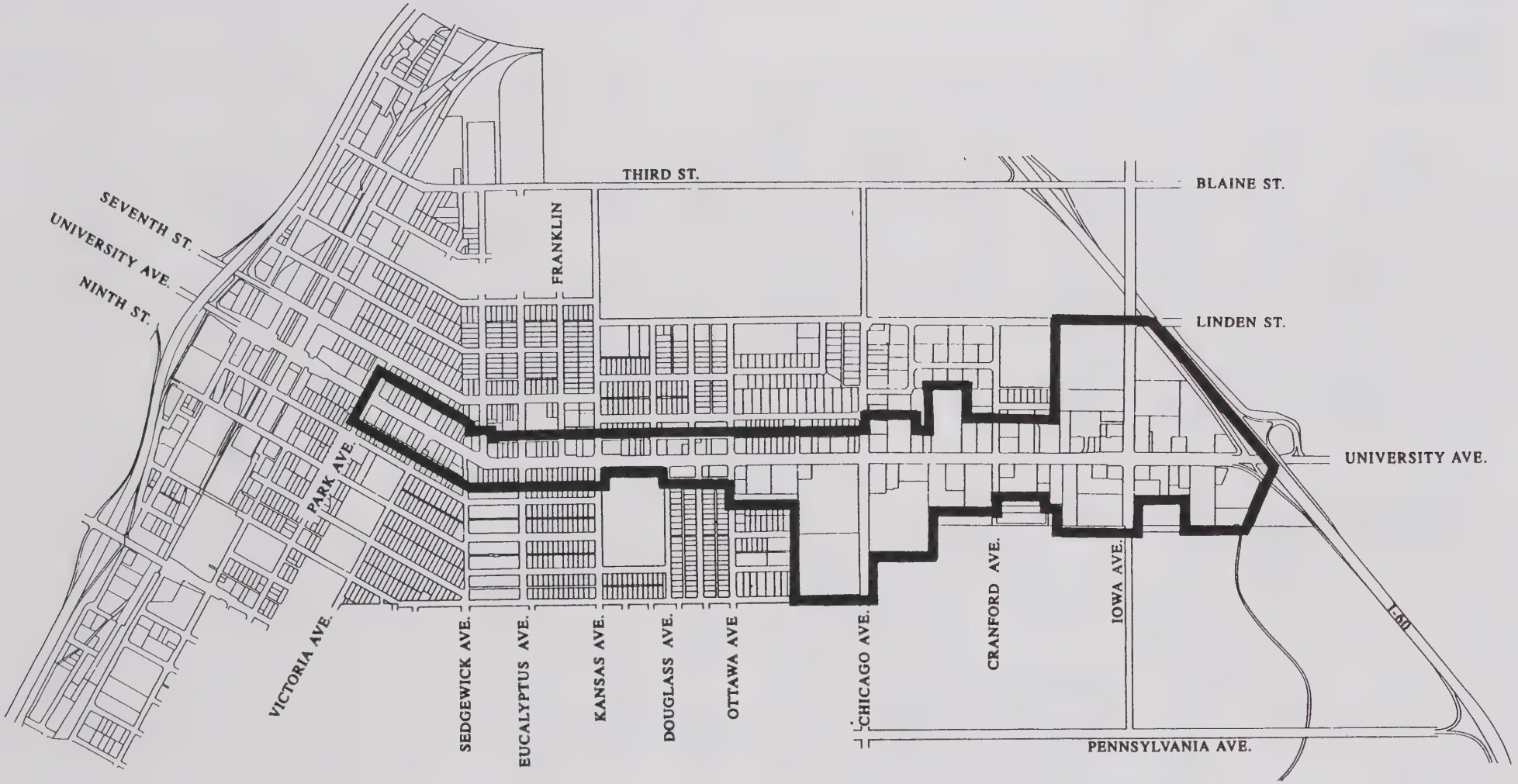


Figure 2
Specific Plan Boundaries

Finally, Chapter 9.0 provides additional information on matters of related plan implementation programs.

To determine the specific applicability of this plan to a particular property, consult these sections paying particular attention to the following steps:

STEP 1

- Know your basic zoning and the general requirements of the Zoning Code (Title 19 of the Riverside Municipal Code).

STEP 2

- From Chapter 2.0, Figure 7 determines the Subdistrict in which your property is situated and Review Chapters 4.0 and 5.0 for Overall Vision.

STEP 3

From Chapter 6.0 of this Specific Plan determine the following:

- Is your proposed use permitted (from Table 2)?

- Are there any special requirements for your particular use specified by an "L" designation (from Table 3)?

STEP 4

From Chapter 7.0 of this Specific Plan determine the following:

- The Development Standards which apply to properties situated in your particular Subdistrict (from Table 4);

STEP 5

From Chapter 8.0 of this Specific Plan understand the following:

- The general guidelines the City will follow in evaluating a development proposal (Section 8.3);
- The design standards which are applicable to your particular Subdistrict (Section 8.4)

STEP 6

CONSULT with the Planning and Development Department of the City before designing your project and especially if you are uncertain of how the Specific Plan works.

STEP 7

Become familiar with the City's Companion Ordinances pertaining to Property Maintenance, and Abatement of Non-Conforming Land Uses.

University Avenue Involves a Partnership; What Does that Mean?

University Avenue requires a new energy and vitality to attract and sustain the desired level of positive economic investment and growth. The street needs to be revitalized and upgraded to improve its visual and physical character. Success in achieving these goals can only come if the City, its Redevelopment Agency, the business community, property owners and developers forge a partnership to embrace and carry out the policies and actions described in this plan. To assist in realizing our mutual goals, the Specific Plan includes incentives to encourage investment in University Avenue.

How Do I Get More Information?

CONTACT:

Your Riverside Planning Department for Questions and Answers
about the Specific Plan.
Third Floor of City Hall - (714) 782-5371

Your Riverside Development Department for Questions and Answers about the
redevelopment project, programs and development opportunities.
Fifth Floor of City Hall - (714) 782-5584

1.0 INTRODUCTION

1.1 University Avenue, Historical Context

By the late 1880s, the role of University Avenue, then known as Eighth Street, was already well established as a link between the original Riverside town site - today's Downtown--and the expansive citrus areas to the east. Subdivision activity also occurred during this period, through about 1910, rapidly expanding Riverside's residential neighborhoods into what is today the long-established Eastside community. Riverside quickly filled out to its original city limits at Chicago Avenue with Eighth Street emerging as both a residential street and a commercial corridor.

Early Riverside was dramatically affected by the continuing emergence of the citrus industry as the principal underpinning of the local economy. Adjunct growth in the industry firmly established itself in 1907 with the founding of an agricultural research station at the current University of California at Riverside (UCR) campus. The role of the facility remained until 1954 when the College of Letters and Science was established. At this point, the role of the emerging school was poised to take off. By 1958, the school became designated as a general campus of the University of California, and graduate work began in the 1960 school year. In 1960, the City also moved to annex the campus and surrounding area, resulting in a dramatic easterly expansion of the City's physical limits. Today, UCR is an important easterly "anchor" for University Avenue.

The automobile has been a profound factor shaping the emergence of University Avenue. Before large-scale completion of the Riverside (State Route 91) and Pomona/Escondido (State Route 60) freeways, University Avenue served as an important state highway link between the greater Los Angeles area and communities to the east and the desert.

The emergence of the former Riverside International Raceway just east of Riverside helped further solidify the geographic importance of University Avenue. This, in combination with its accessibility to the state highway traffic put University Avenue in the role of supplying services to a travelling public, Raceway participants and, of course, Riverside's own surrounding neighborhoods. This post-World War II-era expansion created a corridor where shopping facilities, restaurants, automobile service facilities and motels abounded.

Post-World War II expansion in Southern California was a period of dramatic growth and expansion in the region's transportation infrastructure. By the 1960s, freeway construction now included State Routes 60 and 91 through Riverside, bypassing University Avenue. The City's 1966 general plan report was already referencing city efforts to upgrade University

Avenue - efforts which had been only partially successful. More street trees and stricter sign regulations were being suggested as strategies for improving the Avenue's appearance in order to make it worthy of its name and its function as the link between Downtown and the University.

University growth which might have breathed new life into the corridor to make up for the loss of travelers was slower-to-come than had been anticipated. Moreover, by the mid-1980s, the Raceway was beginning to wind down its operations in preparation for a scheduled closing and conversion to new suburban uses. The cumulative effect was that by the 1990s, the economic role of University Avenue had taken a dramatic change.

1.2 Other Related Planning Efforts

Over the years, a number of other plans and studies have been undertaken directly affecting University Avenue. The chronology of evolution in these plans and studies is especially revealing in underscoring the great importance which has been attached to the role of University Avenue within the overall urban fabric of Riverside. The various efforts include the following:

- **University Community Plan**

  This plan, adopted in 1968 as a subcomponent of the City's General Plan, focused land use and related issues on the unique character of the University environment.

- **Eastside Community Plan**

  Prepared in 1974, and a functional companion to the University Community Plan, the Eastside Community Plan narrows the focus of the General Plan to the unique needs of this long-established and historic residential community bordering University Avenue. The plan's boundaries underscore the importance of viewing revitalization of University Avenue in the context of its synergistic role with the adjoining, long-established Eastside community.

- **Central Industrial Area Redevelopment Plan**

  First adopted in 1977 and subsequently amended in 1984, the plan seeks to actively implement the University Community Plan through an active redevelopment program. Long-recognized as needing direct public involvement in economic and housing revitalization, the area's redevelopment plan targets resources and programs to help rejuvenate the project area. See Figure 4 for the boundaries of the Central Industrial Redevelopment area.

- **91/60 Committee**

  A committee of businessmen and property owners was formed to address improvement of University Avenue. In 1985, a streetscape plan was prepared to be financed by an assessment district, which proposed widening the street, a landscaped median and palm trees in easements on private property.

- **Riverside Downtown/Central Industrial Development and Implementation Plan**

  As a strategic plan, this document sharpens the area's redevelopment focus by defining specific commercial, residential, design, and development objectives for the City's program efforts.

- **The University of California at Riverside Long Range Development Plan (LRDP), July 1990**

  At the opposite end of the Avenue from the Riverside Marketplace development, growth of the UCR campus will introduce and catalyze dramatic new university-oriented development. Guiding that growth in concert with community objectives is the focus of the LRDP.

- **University Avenue Strategic Development Plan, 1990**

  Commissioned by the City's Redevelopment Agency, the strategic plan's purpose was to outline an overall vision for University Avenue and prepare a strategic plan of action to guide the Agency in its revitalization efforts. The plan established key parameters for development along University Avenue allowing flexibility for the Agency to respond to changing market, economic, institutional, and other conditions.

- **The Riverside Marketplace Specific Plan, May, 1991**

  A cornerstone project, the Riverside Marketplace development represents a giant step forward in anchoring development along the University Avenue corridor at its Downtown end. The development will yield dramatic land use changes, as well as generating needed economic activity, business expansion, and jobs generation. The Marketplace development begins at Park Avenue, the westerly limit of this University Avenue Specific Plan.

- **University Avenue Streetscape Concept, April, 1991**

  Recognizing the need for physical improvement to the appearance and vitality of University Avenue, the Streetscape Concept defines a program for capturing the majesty of previous tree planting efforts while enhancing the Avenue's appearance recognizing contemporary economic goals. The concept is intended to be the means by which civic, business and property interests can work together for the physical renovation of the Avenue.

- **University Avenue Interim Zoning**

  Over the years, several targeted efforts have been made through zoning-related changes to assist in the revitalization of University Avenue. The most recent actions of the City to reverse the direction of decline took place in March, 1991, when Interim RO-Zoning was applied to the Avenue as a precursor to undertaking a thorough design and development standards review of the Avenue. Preparation of this Specific Plan was initiated in direct response to the interim zoning.

  The interim zoning regulations generally applied to parcels fronting University Avenue between Park Avenue and I-215 and certain other immediately adjacent parcels (*Urgency Ordinance 5900*, placing RO zoning on all projects, adopted March 5, 1991, and extended on April 9, 1991 for 10 months and 15 days).

- **Draft Riverside General Plan 2010**

  As an update to the existing general plan, the year 2010 plan will chart a course for change throughout the City, including University Avenue, for improvements in the overall quality of life, neighborhood preservation, and physical improvement in the City's urban fabric.

1.3 The Stage for Future Action

When viewed from a regional perspective, the conditions found on University Avenue are not unique among commercial strips. Whether it be the analogous situation of the effect of suburban shopping development on the decline of downtowns, or the dramatic reshaping of the urban landscape by freeways, or changing settlement patterns of a mobile population, University Avenue's fortunes have change with these and other external factors. Left alone, there is little prospect for an early reversal; with guidance and a partnership effort, University Avenue can become a centerpiece of urban life in the years ahead.

1.4 Relationship of the Specific Plan to the General Plan and Authority for Adoption

1.4.1 Authority

State law authorizes local governments with certified General Plans to prepare and adopt Specific Plans. (Government Code 65450 et seq.) At a minimum, a Specific Plan must include "all detailed regulations, conditions, programs, and proposed legislation which shall be necessary for the systematic implementation of each element of the General Plan" (Government Code Section 65451).

The Specific Plan, once it is approved, will augment the zoning for the area, including land uses permitted, the amount of development permitted, and standards for that development. Secondarily, it defines the character and form of the development on the site through a series of design guidelines. The Specific Plan serves as a supplement to existing City regulations. Specific Plan regulations supersede other regulations where there is a conflict; where a topic is not addressed by the Specific Plan, other City regulations apply.

1.4.2 Validity

If any section, subsection, sentence, clause, phrase, or portion of the University Avenue Specific Plan is for any reason held to be invalid by decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portion of the Plan.

1.4.3 Applicability of the Specific Plan

The University Avenue Specific Plan shall be applied only to the specific properties east of Park Avenue and west of State Route 60/Interstate 215 as indicated in Figure 2. The

Specific Plan boundaries shall be shown on the "Official Zoning Map" of the City of Riverside by adding the designator "SP" to the base designation.

For those areas of the General Plan's University Community Plan and Eastside Community Plan which are encompassed by the University Avenue Specific Plan, the Specific Plan shall supersede those portions of the community plans.

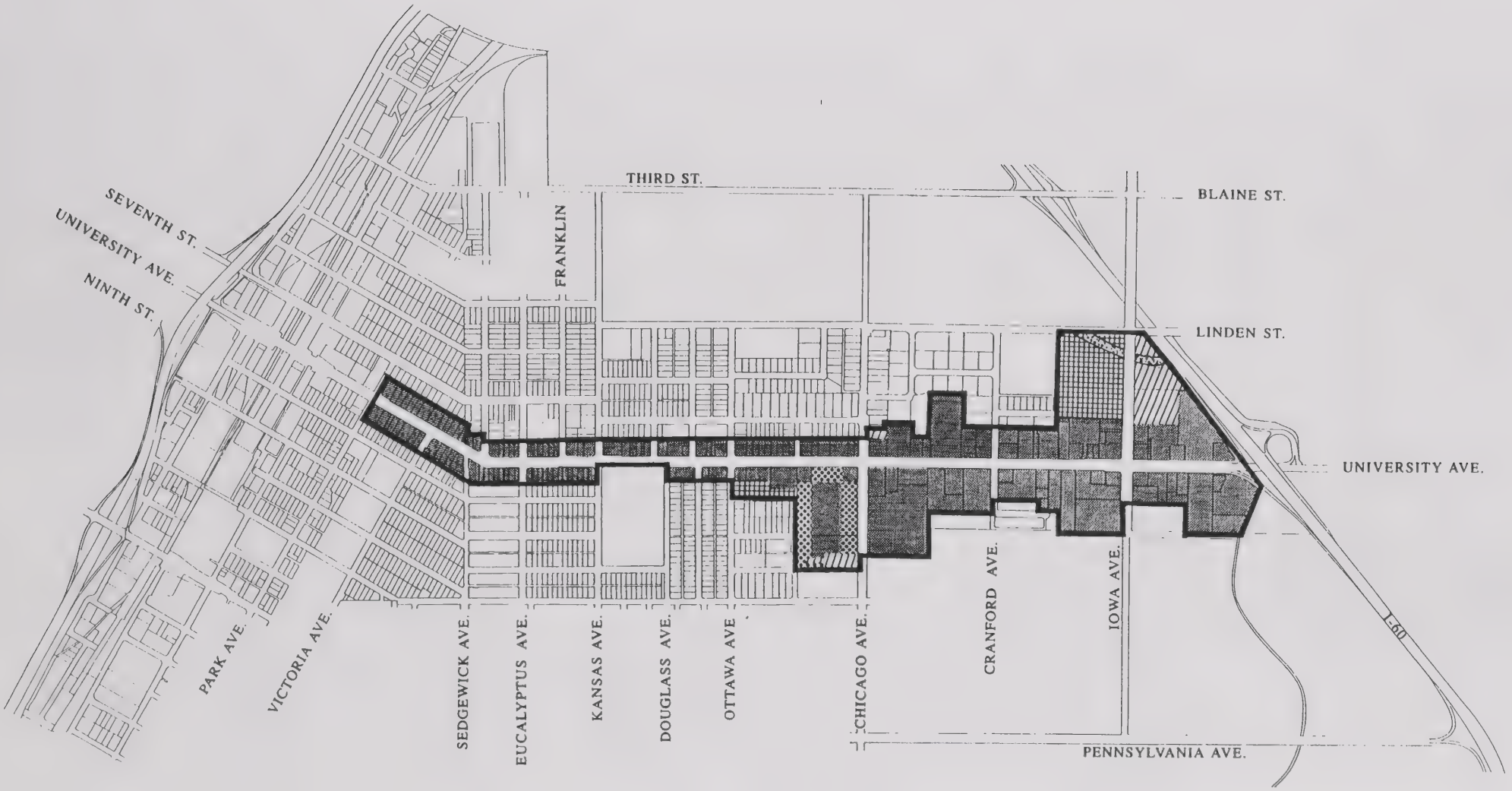
1.4.4 Conflicts with Underlying Zone Designation

In the event of a conflict between the requirements contained in this Specific Plan and the underlying zone designation for the property in question, the Specific Plan shall prevail.

Figure 3 illustrates the underlying zoning at the time of the Specific Plan preparation. The "Official Zoning Map" of the City should be consulted to determine the underlying zone designation in effect.

1.4.5 References to the Zoning Code

All references to the Zoning Code in this Specific Plan mean Title 19 (Zoning) of the Riverside Municipal Code, and that all such citations are incorporated into this Specific Plan by such reference.



Zoning Designations

- C-2 - Restricted Commercial
- C-3 - General Commercial
- "P" - Parking
- "WC" - Water Course
- R-3 - Multiple Family Residential

Figure 3
Underlying Zoning

2.0 SUMMARY OF EXISTING CONDITIONS

2.1 Context of the Specific Plan

Figure 4 illustrates the University Avenue Specific Plan Area and its surrounding context. University Avenue is a four-lane thoroughfare linking Downtown Riverside and the Riverside campus of the University of California (UCR), a distance of two miles. The Avenue has excellent freeway access from Interstate 215 and the Riverside Freeway (State Highway 91). University Avenue and its adjoining properties are part of the Central Industrial Project Area. Between the study area and Downtown is the Riverside Marketplace, a Redevelopment Agency project planned to become a pedestrian intensive mix of restaurants, offices, retail, industrial and residential uses having an historic ambiance.

The UCR campus, at the east end of the University Avenue corridor is divided by the I-215 freeway into two areas of approximately 550 acres each. The western portion of UCR's campus is currently used for experimental agricultural uses including avocado and citrus groves, and borders the Central Industrial Redevelopment Area on the south. East of I-215 is the academic core of the campus. University Avenue terminates at the edge of this part of the campus, and serves as its main visitor and ceremonial entrance.

North and south of University Avenue is the long established Eastside community, generally bounded by Third Street on the north, Chicago Avenue on the east, the Tequesquite Arroyo on the south and the Riverside Freeway on the west. The Eastside community is an ethnically diverse community of single-family development and apartments and with a higher percentage of minority population than the City as a whole. The Eastside Community Plan establishes planning policy for this area.

The eastern portion of University Avenue corridor is part of the University Community Plan area which contains all of UCR and is bounded on the north and east by the City limits, on the south by Central Avenue and on the west by Ottawa and Kansas Avenues. This area connects UCR with a mixture of residential housing types from hillside housing to apartments and Box Springs Mountain Regional Park.

2.2 Existing Land Use and Character of Development

Existing land uses located along University Avenue are varied, but consist primarily of fast food and full service restaurants, banks, highway-oriented hotels, motels, gasoline stations

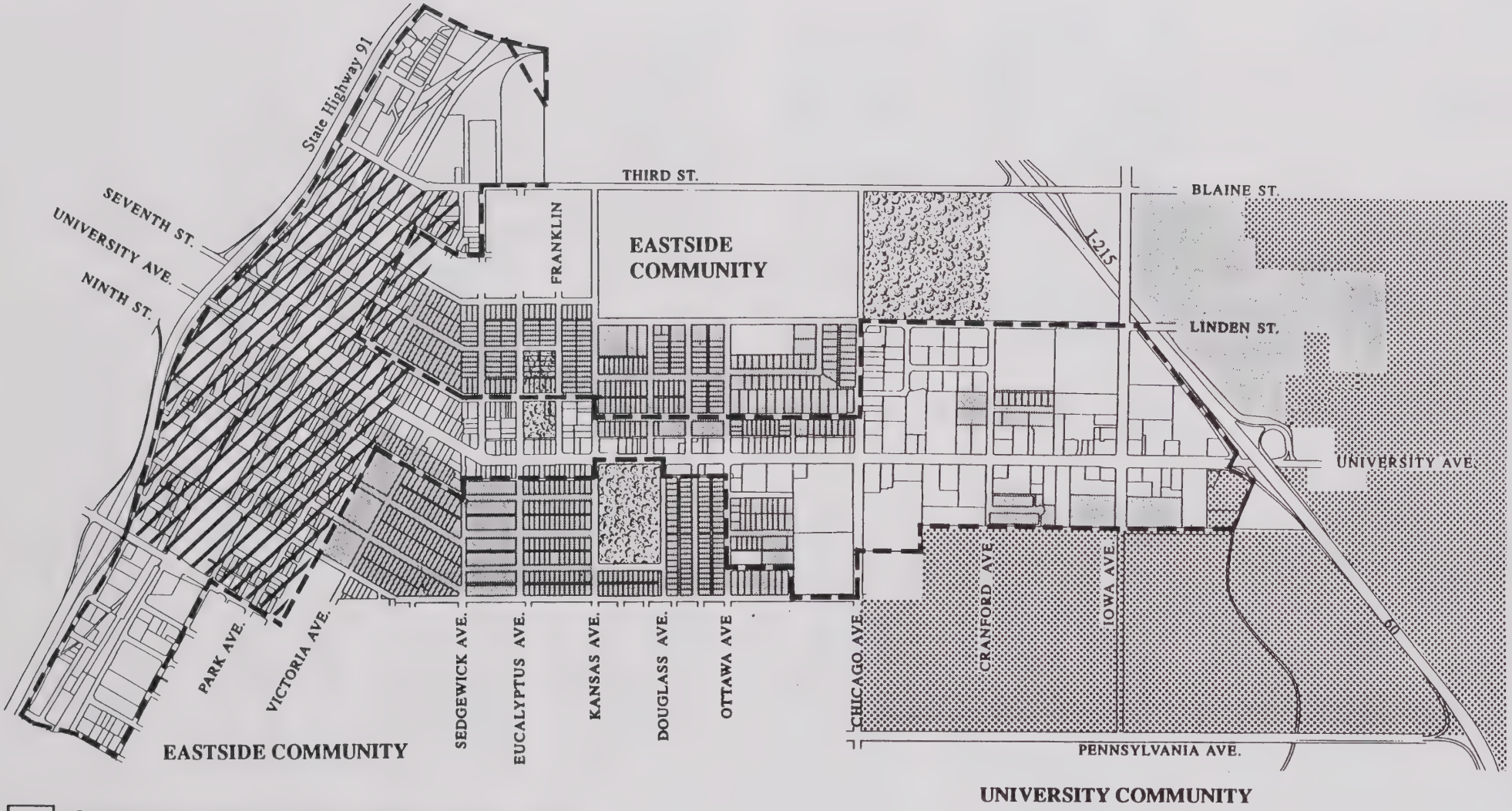


Figure 4
Site Context

and auto repair uses. Commercial uses front most of University Avenue, and are generally backed by residential uses. Concentrated close to the UCR and I-215 are newer and larger commercial developments. Older structures and poorer building conditions are generally found in the western portion of the corridor.

A parcel-by-parcel land use survey was performed along University Avenue between Park Avenue and Interstate-215. The results of the survey have been assembled as a Land Use Inventory matrix which is attached to this document as Appendix A. A photographic survey of existing development along this portion of University Avenue is also a part of this study and has been assembled as a separate package. Table 1 indicates the number of each existing land use along University Avenue. Figure 5 summarizes the existing land uses east and west of Chicago Avenue along University Avenue.

In general, the University Avenue study area is in an excellent location and has the potential to be a vital and economically strong part of Riverside's urban fabric. In addition to being located in the fastest-growing area of the state, University Avenue enjoys excellent freeway access, proximity to a major campus of the University of California and it is within reasonable range of households with higher than average incomes. Unfortunately, University Avenue is characterized by a number of physical and social problems which hamper its ability to achieve its potential (Figure 6). These include:

- Uneven, poor quality development in a strip commercial pattern;
- A generally poor visual character, with no continuity in the quality or design of architecture or landscaping;
- The sense of being traffic-dominated with minimal pedestrian amenities;
- A predominance of narrow, shallow commercial parcels (primarily between Park and Chicago Avenues);
- Large, underutilized commercial sites (in the vicinity of Chicago Avenue); and
- Concentrations of uses, especially liquor stores and certain motels which give the Avenue a poor image and are magnets for such law enforcement problems as prostitution and drug trafficking.

Table 1
SUMMARY TOTAL OF EXISTING UNIVERSITY AVENUE LAND USES BETWEEN PARK AVENUE AND I-215

• Restaurant	28
• Auto Service	23
• Retail Commercial	27
• Office	27
• Vacant	17
• Motel	16
• Fast-Food/Drive Through	11
• Single-Family Residential	9
• Parking	6
• Multi-Family Residential	2
• Shopping Center	2
• Institutional	4
• Warehouse (storage)	1
• Park/Sports Complex	1

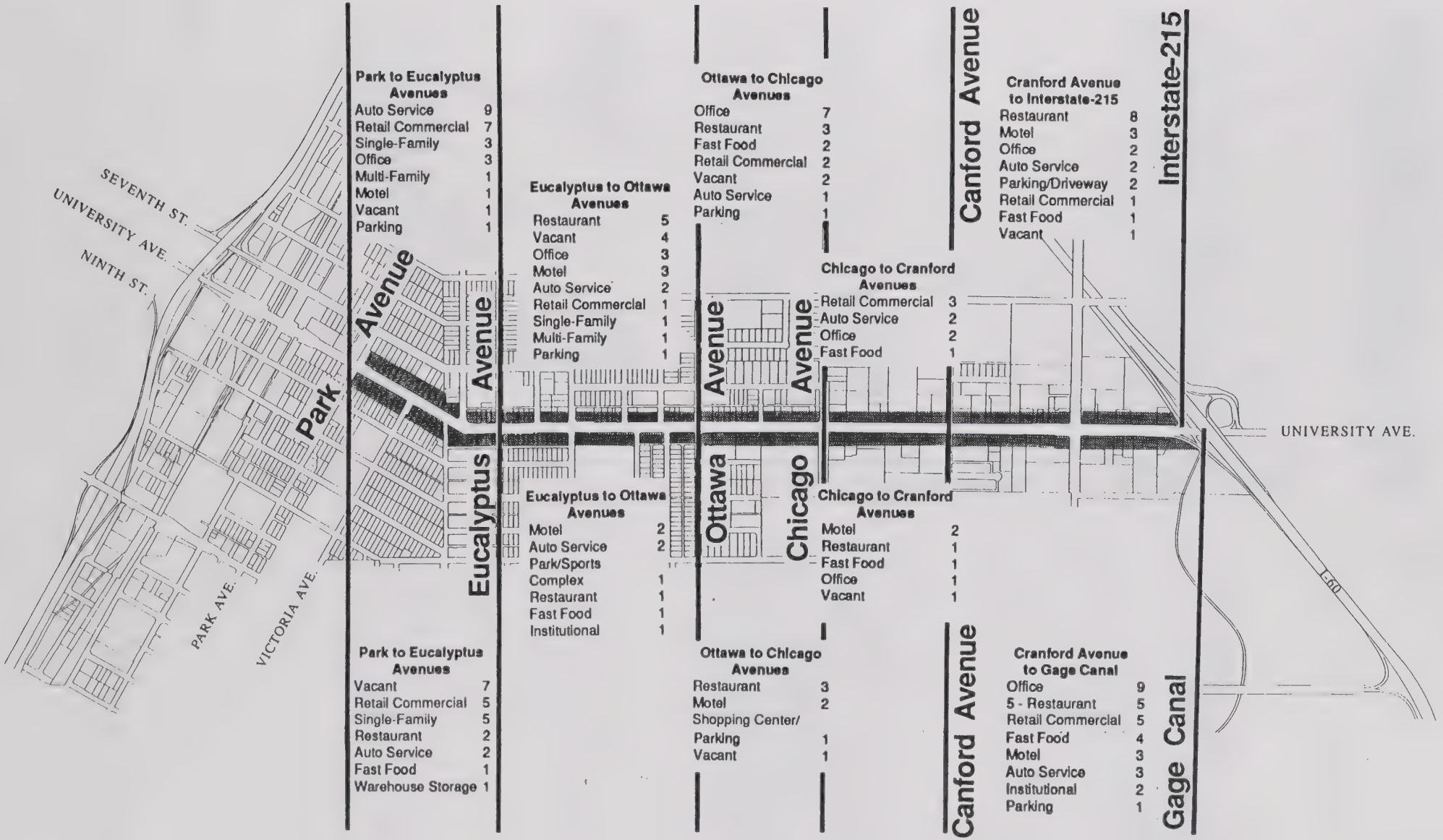
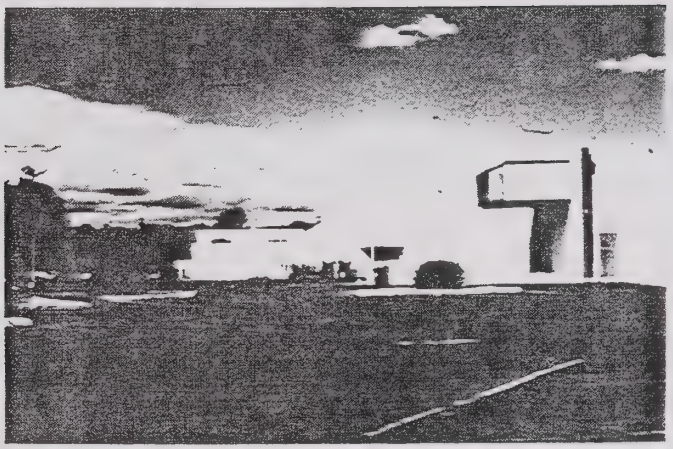


Figure 5
Land Use Inventory Summary

Entrance to UCR from University Avenue.



Under-Utilized Parking at Rear of the Town Square Development.

Narrow Depth Parcels from Park Avenue to Ottawa Avenue.

Existing Palms Provide the Dominant Unifying Element.

Cluttered Signing and Parking Fronts Directly on University Avenue.

Figure 6
Existing Conditions

The character of development is conspicuously lacking in continuity or a positive visual quality presumably as a result of the following development and design approaches:

- **Discontinuity and Absence of a Pedestrian-Scaled Streetscape.** The existing palm trees (Washingtonia robusta and Washingtonia filifera) all along University Avenue and the mature deciduous trees near Bobby Bonds Park are among the Avenue's most positive assets, providing a strong, visual unity to the street edge as seen from a distance. Missing street trees in some areas plus a general lack of consistent parkway landscaping and maintenance in many areas diminishes the value of these majestic trees.

  Severe traffic and pedestrian conflicts are caused by numerous curb cuts serving the large numbers of small parcels fronting University Avenue. These multiple curb cuts also disrupt the rhythm of the street edge by limiting potential street tree locations and interrupting the continuity of the sidewalk.

- **Minimal Landscaping of Development.** The City's Design Review Board has made significant improvements to the quality of newer development, including higher quality landscaping, better parking lot shading and screening and higher quality building design. Three factors have limited the Design Review Board's impact, however:

  - A lack of strong and coordinated development standards has tended to produce results that are individually successful, but which do not contribute to any sense of design coordination or cohesiveness.

  - Most development along University Avenue predates the advent of Design Review.

  - Poor property maintenance has allowed even some of the newer developments to deteriorate significantly. Because the City does not have definitive property maintenance laws, there has been little the City could do to prevent this from happening.

- **Vacant Land.** A substantial number of vacant parcels interrupt the continuity of the Avenue, compromising any sense of place or street edge. The vacant parcels also visually extend the horizontal plane of University Avenue far beyond the actual right-of-way.

- **Parking Lots Adjacent to the Street.** The placement of parking adjacent to the street right-of-way blurs any sense of street edge or containment.

- **Poor Signage and Billboard Advertising.** The City's sign code was completely rewritten in 1987 to essentially ban pylon signs for all but larger commercial developments and certain freeway oriented gasoline stations. Unfortunately, most of the signage along University Avenue was constructed prior this sign code rewrite. Consequently, a significant aspect of University Avenue's visual blight is caused by large numbers of freestanding pylon signs serving the Avenue's multitude of small parcels. While billboards are still allowed in the current sign code, all of the billboards constructed along University Avenue were built long before the current code or the Design Review process. These billboards significantly detract from the Avenue's visual image.

- **No Unique Character.** While University Avenue is very typical of strip commercial streets in Southern California, it has the potential to be something much more special. Some communities have significantly upgraded the appearance of such strip commercial streets with such things as unique lighting standards and street furniture, textural paving materials, unique bus stops, outdoor eating areas with colorful umbrellas, art viewing areas and/or commonality of signage.

2.3 Overall Character of the Specific Plan Area by Subdistrict

In the course of conducting this study, it became apparent that University Avenue naturally falls into several readily identifiable subdistricts, each with its own unique character as reflected in such qualities as parcel and building size, land use mix, architecture and typical densities. While there are a number of problems associated with each of these subdistricts, they also have many qualities worth preserving and enhancing. Consequently, these subdistricts have not only formed a basis for studying and analyzing University Avenue, but they are also the basis for many of the planning concepts recommended in this specific plan. Figure 7 illustrates these subdistricts. The following analysis of land uses, as well as the balance of this specific plan, are organized in accordance with these identifiable subdistricts.

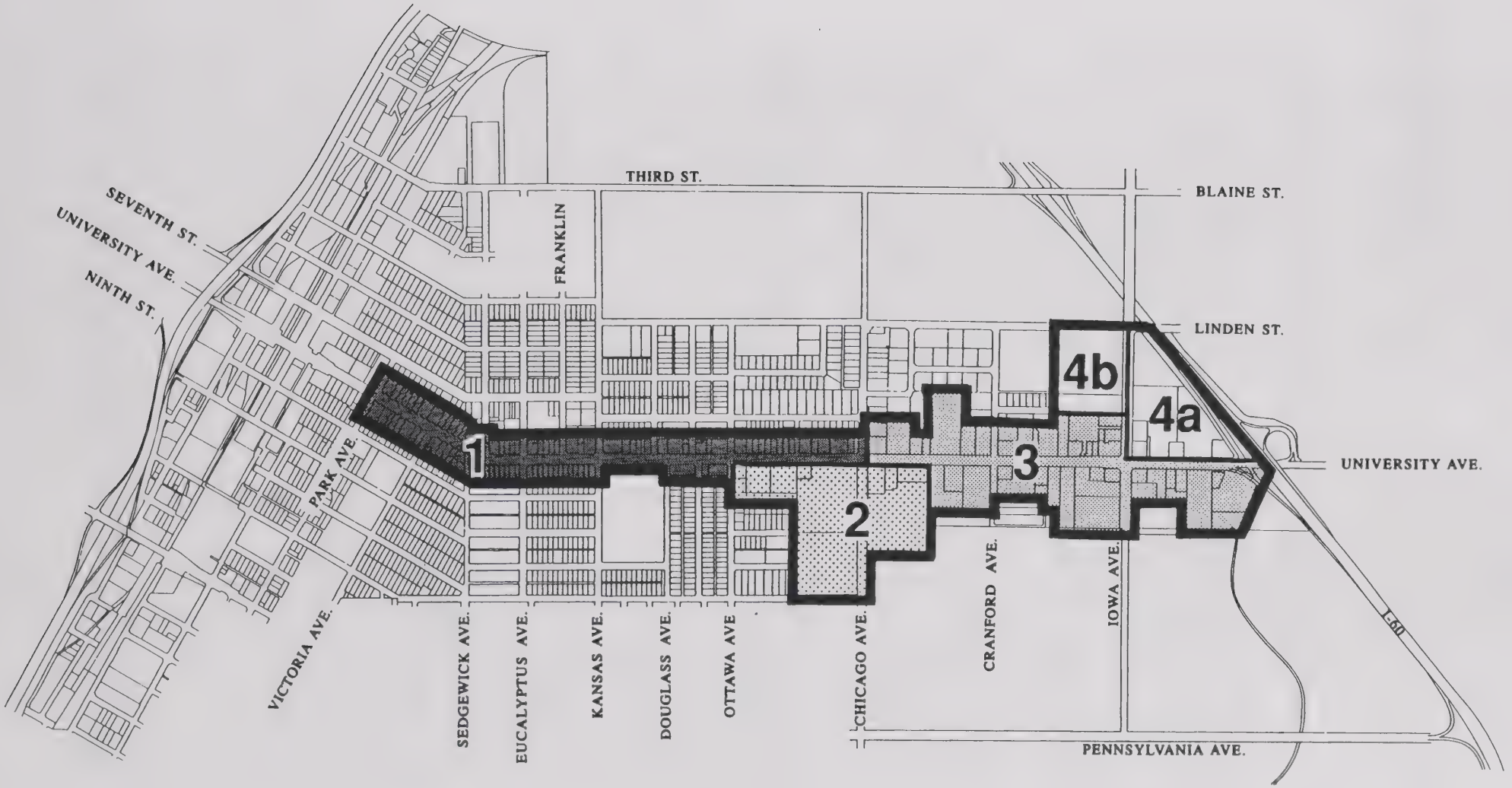


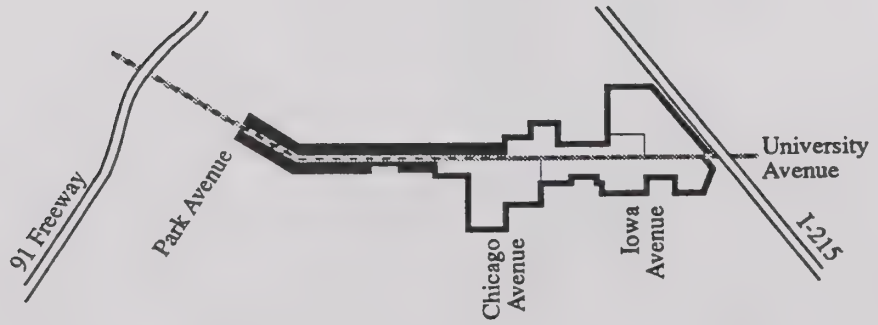
Figure 7
University Avenue Subdistrict Map

2.3.1 Existing Land Use and Character: Subdistrict 1 (Small Business Opportunity Area)

Along University Avenue from Park Avenue to just west of Chicago Avenue, the commercially planned and zoned area is a narrow strip one lot deep. Each block typically consists of lots which are 50-60 feet wide and less than 145 feet deep with multiple curb cuts to University Avenue. There are very few owners who own multiple lots. Most of the land north and south of this commercial strip consists of single-family and multi-family homes of the Eastside community. Between Franklin and Eucalyptus Avenues to the north of University Avenue is the Longfellow Elementary School playground.

Bobby Bonds Park fronts on University Avenue between Kansas and Douglass Avenues and is the site of the former University Heights Junior High School, now being used as the Riverside Community Center. This building has been designated as a Cultural Heritage Board landmark and is an excellent example of Spanish Renaissance architecture. Seventh Street, which is directly behind University Avenue, is fronted by architecturally interesting homes which are part of a Cultural Heritage Landmark District.

The frontage along this segment of University Avenue is characterized by small businesses, primarily in older commercial structures or renovated residences. Auto uses are predominant and 15 percent of the lots or structures are vacant.



In general, land uses in Subdistrict 1 are as follows:

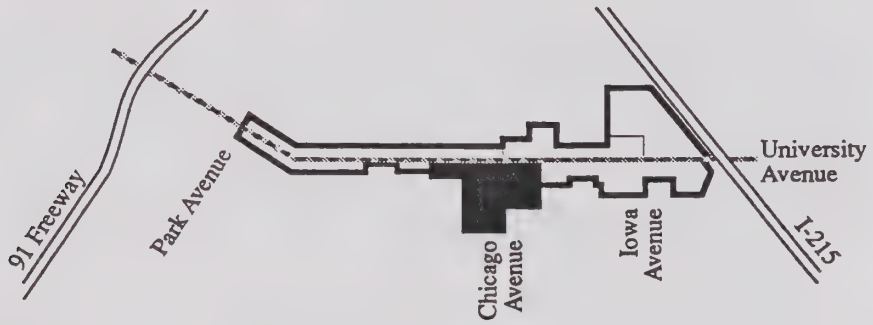
-	Auto Service	16
-	Retail Commercial	15
-	Vacant	15
-	Restaurant	14
-	Office	13
-	Single-Family Residential	9
-	Motel	7
-	Fast-Food/Drive Through	4
-	Parking	3
-	Multi-Family Residential	2
-	Institutional	1
-	Warehouse (storage)	1
-	Park/Sports Complex	1
-	Shopping Center	1

Structures in the area are generally smaller in size than those in the rest of the area and are typically one story in height. Most of the structures are older buildings, and many are in need of repair. In several areas, older two-story homes remain, which are vacant or used as offices. Signage in the area tends to be cluttered, billboards are conspicuous, and unscreened parking lots and storage are visible from the street. The most positive images are the tall mature trees adjacent to the curb in planting strips, mostly in older areas between Douglass and Sedgewick Avenues, and the row of palms east of Douglass Avenue.

In accordance with current City policy, newer sidewalks tend to be located immediately adjacent to the street. The lack of a parkway produces a hard edge and is intimidating for pedestrians. In the older areas, most sidewalks tend to be protected from the street by a parkway, but many of these areas have extensive curb breaks.

2.3.2 Existing Land Use and Character: Subdistrict 2 (Community Shopping Center Area)

Subdistrict 2 consists of frontage along University Avenue containing a motel, a fast food restaurant, and two underutilized community commercial shopping centers on both sides of Chicago Avenue:



- An 8-acre, 91,000-square-foot community shopping center is located on the east side of Chicago Avenue. At the writing of this report the 60,000 square foot anchor store was vacant, however, plans were under way for the occupancy of this space with a warehouse grocery store.

- On the west side of Chicago Avenue is the Town Center Shopping Center, which is over 30 years old. Its buildings are located in the middle of a an approximately 18 acre site with large, underutilized parking areas on all sides. An ethnically oriented supermarket, drug store and bowling alley are the major anchors. There is an absence of landscaping in the parking areas, outdated cluttered signage and no strong architectural image.

2.3.3 Existing Land Use and Character: Subdistrict 3 (Visitor Commercial Area and University-Related Use Area)

Subdistrict 3 consists of large structures on larger parcels, many of which are underutilized. Frontages generally vary from 125 to 250 feet. Newer structures are interspersed among the older structures. Concentrated close to the UCR and I-215 are the newer and larger developments, including the Days Inn Hotel and the Hampton Inn, and the older Holiday Inn. Also in this subdistrict are restaurants, office uses, banks, and service stations. Adjacent to the Days Inn Hotel is the Weber House, a City of Riverside Cultural Heritage Landmark, and an example of craftsman period architecture. UCR has been expanding into this area through acquisitions. It has converted the former Park Inn into Highlander Hall, and it may acquire the Holiday Inn sometime in the future.

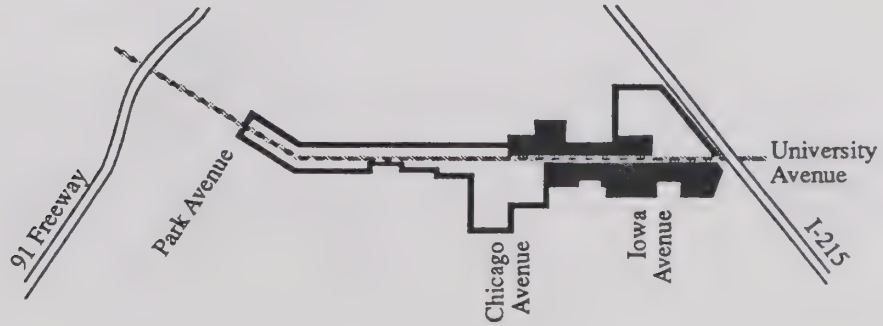
The number of each land use in Subdistrict 3 is as follows:

-	Office	14
-	Retail Commercial	12
-	Restaurant	11
-	Motel	7
-	Fast Food/Drive Through	6
-	Auto Service	5
-	Parking/Driveway Access	3
-	Vacant	2
-	Institutional	2
-	Shopping Center	1

Properties in this Subdistrict generally have more landscaping, particularly in the newer developments, better signage control and less billboard advertising than Subdistrict 1. There is, however, substantial room for improvement.

As in other portions of University Avenue, there is no consistency in the relationship between buildings, parking and the adjacent street right-of-way. Parking lots often have little or no landscaping and are either located in the front, on the side, or in the rear of buildings.

From just west of Chicago Avenue to Iowa Avenue, University Avenue is primarily four lanes wide with an even wider section in front of the Days Inn, dedicated in anticipation of a six-lane configuration. It is also the area of the most prominent existing palm street tree plantings. From Iowa Avenue to I-215, the street has been widened to a six-lane cross section, and the existing rights-of-way are 120 feet.



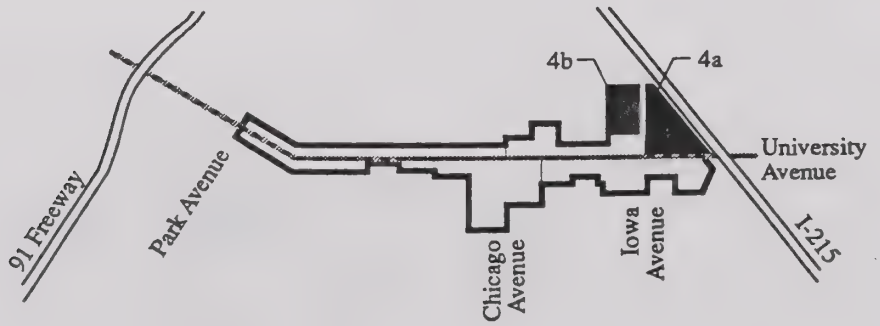
The area has a wide concrete sidewalk with tree wells for palm trees. This segment is planned to be the ceremonial entrance to UCR. However, the freeway overpass and the multiple ramps to the freeway make pedestrian access difficult and unfriendly to the UCR populace who want to use University Avenue.

2.3.4 Existing Land Use and Character: Subdistrict 4 (Mixed-Use Development Area)

Subdistrict 4a is an approximately 16-acre triangular site situated east of Iowa Avenue and occupied by three gas stations (one vacant) and five restaurants, a larger vacant structure (formerly used for auto sales) and the Howard Johnson's Motel, bounded by University Avenue, Iowa Avenue, and Interstate 215. Eighty-five percent of the site is in two ownerships, and a large portion is vacant, providing a unique, one-of-a-kind opportunity for developing the entire site as one master planned project.

Here, the University Avenue pavement is wide,the width of six lanes of traffic,and University Avenue has a wide concrete sidewalk with palm trees in tree wells. There are multiple curb breaks on both University and Iowa Avenues. Frontage along University Avenue for each parcel varies from 150 feet to over 200 feet and setbacks of the buildings from the University Avenue curb varies from 15 to 99 feet.

Subdistrict 4b is an approximately 12-acre vacant site on the west side of Iowa Avenue which is at a key location in relation to UCR. The site is encumbered by a municipal drainage channel, University Wash, at its northeast corner. A 65 foot-wide easement has been designated on the site, which would have to be protected from encroachment from proposed buildings and other permanent structures other than parking lots and landscaping.



3.0 SPECIFIC PLAN ISSUES

3.1 Citizens Advisory Task Force Effort

The Governmental Affairs Committee of the City Council appointed a Citizen Advisory Task Force, representing property owners on University Avenue, and a Staff Advisory Committee to review and advise with regard to efforts related to implementing the preferred strategies and vision for University Avenue.

The role of the Citizen Task Force, in particular, was to provide guidance during the initial stages of the planning process to:

- identify University Avenue related concerns
- define a future vision for University Avenue
- suggest potential implementation strategies needed to realize this vision.

The Citizen Task Force met twice during the planning process as well as in a series of subcommittee meetings.

3.2 Issues Identified

The following is a summary of major concerns emerging from the Task Force meetings and a subsequent workshop briefing to the City Council and Redevelopment Agency:

3.2.1 Focus of University Avenue as a Traffic Carrier

University Avenue should continue to be the major thoroughfare connecting downtown and UCR and should serve the local businesses along its length. Expanding the roadway to facilitate cut-through traffic from the freeways is not desirable.

The Circulation Element of the current General Plan calls for the widening of University Avenue from four to six lanes along its entire length through the study area and the streetscape plan prepared previously indicated widening to eight lanes at some intersections. This is not consistent with the desire of the task force to focus on University Avenue as a pedestrian friendly street.

This vision of a four-lane street was a key theme of the University Avenue Strategic Development Plan which was developed with input from a group of property owners, merchants, elected officials, and City staff. The Strategic Development Plan pointed out that a four-lane street would have the following benefits:

- It would preserve the palm tree lined visual quality of the Avenue.
- It would keep University Avenue at an appropriate pedestrian scale.
- It would preserve more room for development and site amenities on adjacent parcels.

The Strategic Development Plan recommended that University Avenue remain four lanes with widening at major intersections to accommodate turning movements and as necessary for bike lanes. The Draft City of Riverside General Plan Circulation Element supports this concept of University Avenue as a four-lane street.

3.2.2 Lack of Pedestrian Amenities and Consistent Design Quality

The streetscape along University Avenue is characterized by uneven, poor quality development in a strip pattern, lacking variety, and quality architectural design and landscaping; the street environment is not conducive to pedestrian activities.

Many of the comments made in this area focused on the need to improve the streetscape and pedestrian environment along certain portions of University Avenue. Suggestions included installing/improving street oriented landscaping and street furniture, emphasizing pedestrian oriented uses, designing buildings and improvements at a pedestrian scale and de-emphasizing street oriented parking. The Task Force supported the concept of "activity nodes" (areas of intense pedestrian oriented uses and amenities) at key locations to energize the street, the development of a "village environment" and design standards to provide a consistent architecture and landscape image.

3.2.3 Over-Concentration of Certain Land Uses

The Task Force identified certain uses that are excessive and objectionable and, therefore, should be de-emphasized. These uses include gasoline stations, some auto service uses, drive-through restaurants, liquor stores and certain types of motels. The Task Force subcommittee agreed that problem land uses will discourage property improvement and that poor investment perpetuates itself.

3.2.4 Vacant Land

Currently many parcels along University Avenue are either vacant or contain unoccupied structures. These vacant parcels and unoccupied structures substantially contribute to the poor visual quality of the Avenue. The unoccupied structures and vacant lots often are in poor condition.

3.2.5 Poor Private Property Maintenance

Poor property maintenance was an often-expressed concern in meetings of the Citizen Task Force and its subcommittees. Maintenance of property along University Avenue affects property values and the general welfare of the corridor. Corrective measures are necessary to alleviate poorly kept conditions. The Committee emphasized that an aggressive property maintenance program and code enforcement is needed to clearly define rules and consequences.

3.2.6 Unattractive, Illegal and Non-Conforming Signs

Much of the signage along University Avenue reflects the very liberal sign ordinance that predates the current ordinance. There is a proliferation of pole signs at various heights and sizes, situated very close to one-another. While code compliance efforts have kept the numbers of illegal signs down, illegal handwritten signs, window posters and signs, readerboards and banners are still a source of visual blight.

3.2.7 Small Parcel Sizes and Overabundance of Driveway Cuts

Much of University Avenue, especially between Park and Chicago Avenues consists of small commercial structures on small lots of 50-60 feet in width. Individual driveways to each small lot interrupt the pedestrian flow along the sidewalk, resulting in little room for landscaping, and causing unsafe traffic conditions. The consolidation of curb cuts and lots would provide opportunities for improving the overall visual, pedestrian, and economic character of the area.

3.2.8 Incentives Rather than Restrictions

While land use regulations, development standards and code enforcement will be essential to the improvement of University Avenue, consensus appears to exist over the important role that incentives can play. The incentives are seen as both supportive programs, including

but not limited to economic incentives, to help property owners beautify and improve their properties, as well as incentives built into the development standards to encourage conversion of non-conforming land uses to new uses which reflect the longer-term vision for the corridor.

As noted above under incentives, the need for broad-based development standards should not simply be viewed as new land use regulations cut from traditional cloth. In this sense, land use regulations should both "limit" as well as "encourage". To rely upon traditional change, whereby uses develop in accordance with new standards, would be woefully inadequate in reversing the perception of decline. Instead, clearly articulated expectations, backed with suitable enforcement and incentives are vital to bringing about a rapid change in conditions.

3.2.9 Investment Throughout the Corridor

University Avenue is a vital link between Downtown and UCR--a street of City-wide importance. Nevertheless, University Avenue varies in character due to many factors: physical conditions, parcel sizes, existing and surrounding land uses, and so forth. These varied conditions must be recognized and dealt with in the final development standards so that all parts of University Avenue are given proper attention. For example, investment should be encouraged along all segments of the street, including the area between Park and Chicago Avenues where investment has been chronically absent.

3.2.10 Future Planning

Efforts at reversing declining conditions along University Avenue cannot stop with aggressive development standards. Strong support from the Eastside Neighborhood Advisory Committee (ENAC) exists for the need to follow the Specific Plan with an update to the Eastside and University Community plans. Without addressing conditions in surrounding community areas, the application of new standards to University Avenue alone will be inadequate.

3.2.11 Crime and Social Problems

The Task Force indicated that crime and social problems have increased in the area and that these issues should be addressed in the Specific Plan, where possible. The fundamental precept underlying the Specific Plan is that positive change in the character of University Avenue can only be brought about through the joint efforts of community residents, business

and property owners, and local government working together. That cooperation is aided by a vision for the future established through the planning process and development standards which provide clear guidance to all parties concerned with University Avenue. The development standards within this Specific Plan primarily have a physical focus. While there is an intangible relationship between the physical appearance and the design of the area and its social character, the primary focus of the Specific Plan is on improving the physical environment. In addition to the Specific Plan, other programs and activities must be undertaken to appropriately address the security and social problems in the area.

4.0 THE UNIVERSITY AVENUE SPECIFIC PLAN VISION

4.1 Overall Vision

In keeping with University Avenue's key role in the City of Riverside as the major thoroughfare connecting Downtown Riverside and UCR, the Avenue and its adjacent development should have a vital, impressive image. In order to create this image, the land uses adjacent to University Avenue must be revitalized in conjunction with streetscape and other improvements.

The Avenue must become an active, lively, visually attractive thoroughfare. Rather than continuing to be a means for getting from one place to another, it needs to become a "destination" used by the community, the University and visitors. In order to unify the area, a bold urban design, landscaping and architectural concept based on the agricultural history of the region is envisioned. Additionally, the street must interrelate with a multi-modal circulation system serving local vehicular traffic, a shuttle system, bicyclists and pedestrians.

4.1.1 A Glimpse of the Future

As is noted above, it is the vision of this Plan for University Avenue to become a destination used by the surrounding community, the University, and visitors to the area, not just a place to pass through. In this vision, through traffic would be de-emphasized. The street would be designed to accent the visual, the pedestrian and the ceremonial. As a traffic carrier, it would serve primarily to provide access to the adjacent businesses.

Street trees, especially the existing mature palms, would be used as a prime building block to help make the street aesthetically pleasing, and as friendly to the pedestrian on the sidewalk as to the motorist on the street. New mature palms would be added where the existing pattern is incomplete. To add shade, color and visual interest at a lower level, flowering Chinese Flame Trees would be interspersed with the palms. Along most of the Avenue, the street trees would be planted in beds of flowering ground cover in a landscaped parkway located next to the curb. The vision also calls for the use of historically inspired new street lights which would augment the existing modern street lights and providing better lighting and more appropriate scale in relation to the pedestrian environment.

The character of the landscaping and the architecture of University Avenue adjacent to the street would be designed to be reminiscent of the history of Riverside. This would include citrus and palm trees, vine covered pergolas and trellises, courtyards, fountains, terra cotta tile roofs, smooth-textured stucco walls, ceramic tile accents, period style lighting, and steel filigree trim.

The design of the streets would encourage pedestrians to walk along the street. These pedestrians would be expected to come from many parts of the surrounding area and from more local sources, including UCR, the surrounding neighborhoods and from the Marketplace project at the west end of the project area. Most buildings and their entrances would be located close to the sidewalk in extensively landscaped areas. Ample parking would be provided at the rear of each site in tree-shaded parking lots screened from the view of adjacent residences. There would be outdoor cafes, restaurants, retail shops, dry cleaners, bakeries, food markets, camera and video stores, beauty salons, medical offices, professional offices, financial institutions and other businesses catering to a broad range of people. University oriented uses would also be present, such as bookstores, coffee houses, record stores, and movie theaters (Figure 8). Gasoline stations, drive-through fast food facilities, auto repair shops, motels, and liquor stores would be less prevalent.

The vision calls for apartment residences, to accommodate the University's growth, to be located in the vicinity of University Avenue in a mixed-use project near UCR, providing more people to support the businesses. The University campus would be expected to expand across the I-215 Freeway, including the University Extension and other campus facilities that are shared by the community. These would provide additional support to the mixed-use and other commercial uses near the University.
The vision calls for University Avenue to remain a four-lane street widened for bike lanes, bus bays and at major intersections to accommodate turning movements. A rubber tire trolley is envisioned to run between downtown and the University, stopping at the Market Place and at key destinations along University Avenue. Landscaped medians and parkways, textured terra cotta colored crosswalks are planned as a means for softening the effects of the widened intersections. Buildings along University Avenue would be designed to create visual interest and a pedestrian scale to the street.

In keeping with the subdistrict concept, it is envisioned that the intensity and height of buildings will vary from the west to east along the Avenue. Near the western end of the corridor adjacent to the Eastside community, from Park Avenue to just west of Chicago Avenue, and where lots are shallow, there would be one- and two-story buildings scaled to

Figure 8
University Avenue Mixed-Use Village Character Near Iowa Avenue

be compatible with the adjacent residences. Closer to Chicago Avenue and to the University where there would be larger parcels, taller buildings would be interspersed with the one- and two-story tile roofed structures which are planned to be arranged in village-like patterns with internal landscaped paseos, courtyards, outdoor dining, and a festive atmosphere (Figure 8).

As property redevelops along University Avenue on consolidated parcels, the number of curb cuts are planned to be reduced, which will have the effect of encouraging more bicyclists and pedestrians in the area from the University to Chicago Avenue. Through incentive programs, is envisioned that older businesses will refurbish building exteriors, install new landscaping and replaced pole signs with attractive monument signage.

Using the provisions of this plan and coupling it with the support of the local business community, it is envisioned that University Avenue will become an attractive, safe and exciting place where business owners take pride in the appearance of their properties and visitors come to enjoy a vital and safe pedestrian experience.

4.1.2 What Are Strategies for Achieving the Vision?

A broad and concerted effort aimed at redefining University Avenue will include:

- Physical improvements to the street
- Alteration of the land use mix
- Implementation of design and maintenance standards
- Investment in quality, affordable housing
- Investment in the business community
- Investment in the people

Key strategies for implementing the overall vision (Figure 9) which were set forth in the University Avenue Strategic Development Plan and updated during the Specific Plan process include the following:

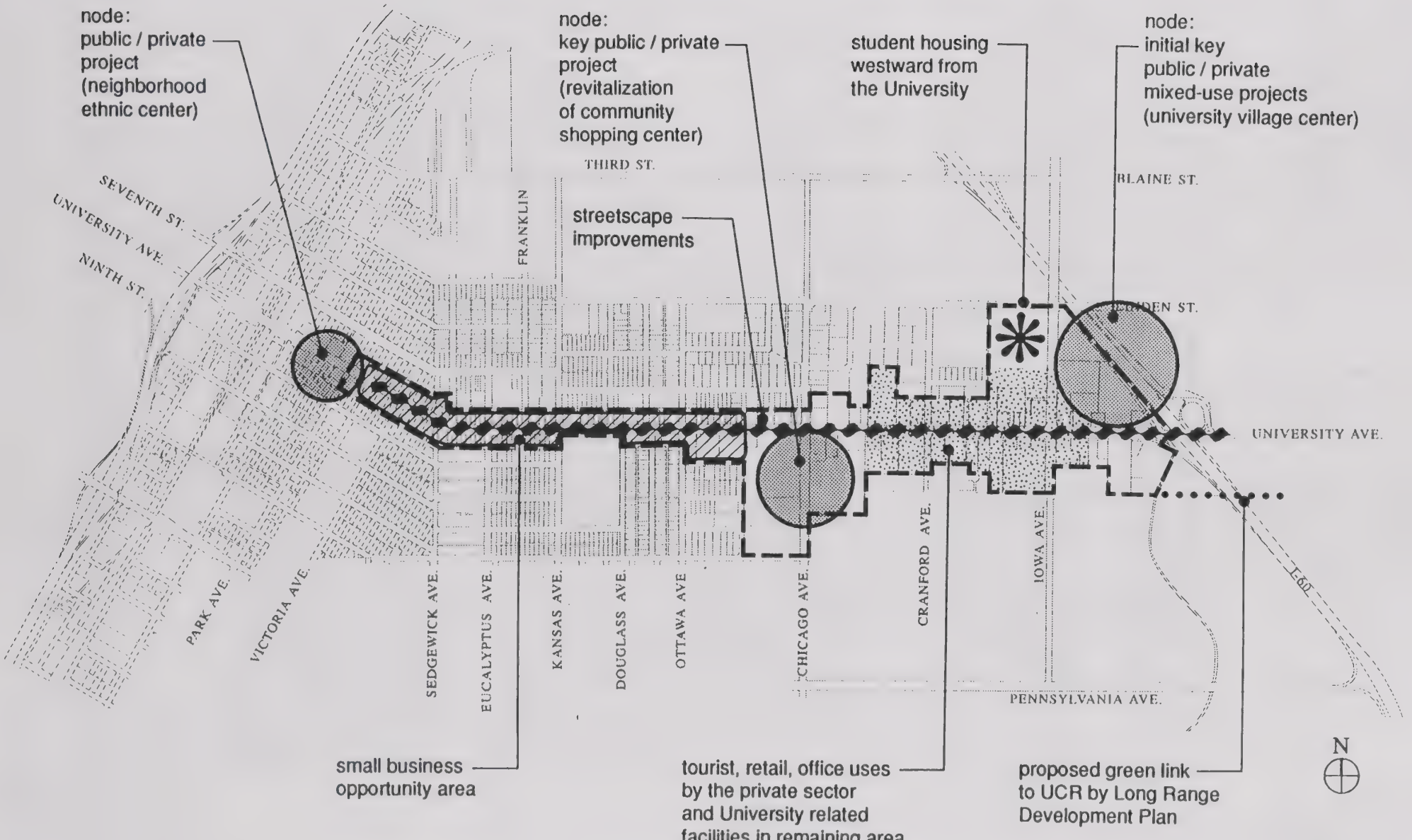


Figure 9
Overall Vision and Development Strategy

- **University-related housing:** Based on a market study by Keyser Marston Associates, Inc., the strongest demand for new development in the area is for student housing and other uses that cater to the needs of the growing University population.

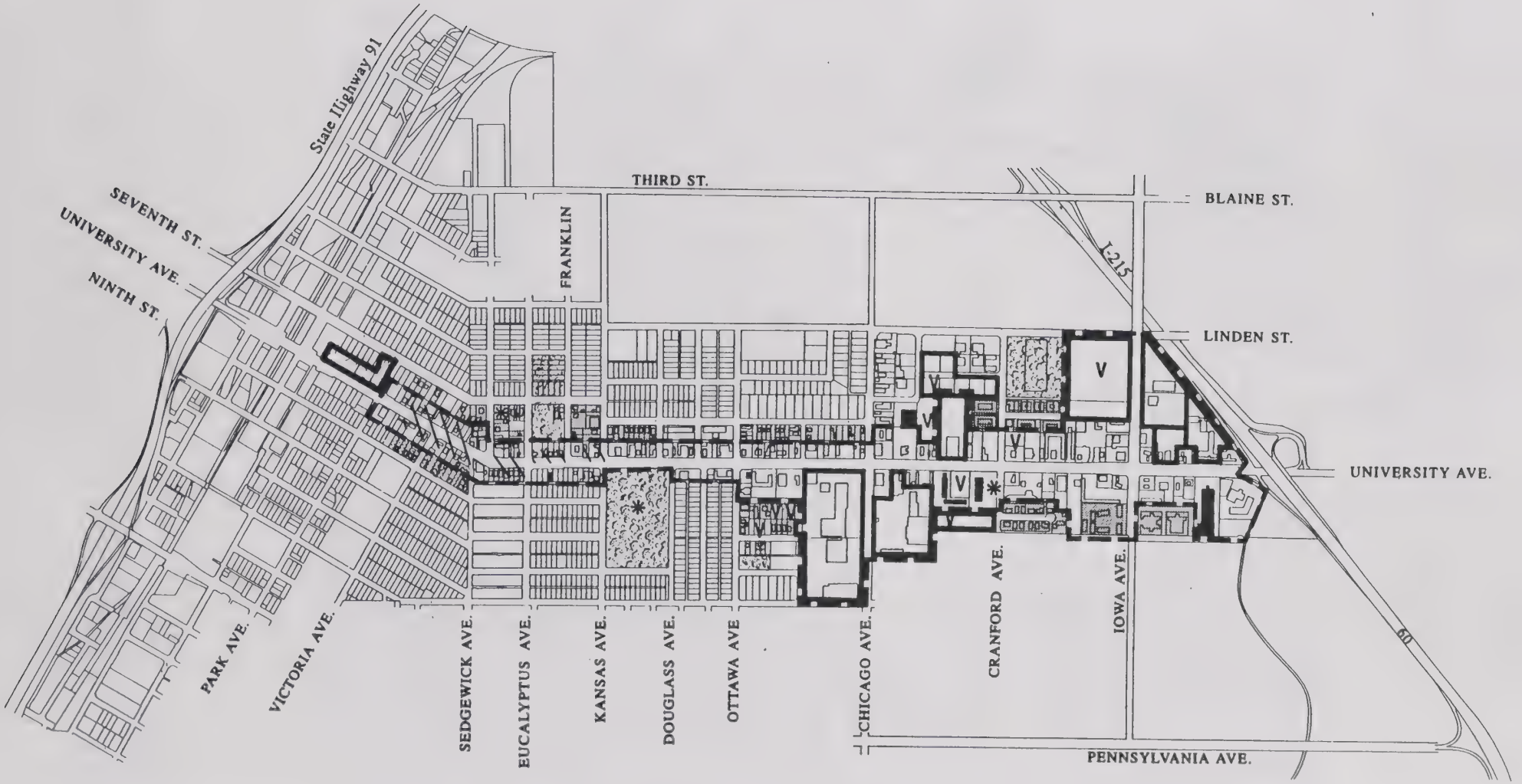
  Increasing housing in the area will act as a catalyst to improve the pedestrian environment, enhance development of retail and office space and help finance these improvements. Immediate development of housing is recommended north of University Avenue as a part of a mixed-use "village" adjacent to Iowa Avenue and on vacant University of California at Riverside lands south of the Avenue. See Section 4.2.5, Subdistrict 4b. for a further description of the vision for one housing site.

- **Initial focus on key public/private projects in strategic locations:** A major ingredient in the overall vision/development strategy is to focus on public/private projects in strategic locations along University Avenue to act as catalysts to stimulate development all along the corridor. An opportunities and constraints analysis of the physical conditions, ownership pattern, and market along the corridor found that such projects would be most appropriate on both ends of the corridor and in the middle of the corridor near Chicago Avenue (Figures 9 and 10):

  - Fronting directly on University Avenue near UCR, the University Village Center will be oriented to faculty, students, visitors, and the overall community. The University Village Center is seen as a unique opportunity along University Avenue to create a town-gown village, in the tradition of Westwood Village near UCLA, Harvard Square in Boston, and the Marketplace in Irvine. A description of the vision for this follows in Section 4.2.4, Subdistrict 4a.

  - At the west end of University Avenue, development of a neighborhood ethnic shopping center as a part of the Riverside Marketplace Project, with small restaurants and neighborhood services.

  - Revitalization of the community shopping center on both sides of Chicago Avenue on the south side of University Avenue to include a mix of retail and office uses and perhaps housing in an intensely landscaped environment as further described in Section 4.2.3, Subdistrict 3.



Likely Fixed Investments

- ✱ Historic Structures
- New Structures
- Public Lands
- Existing Residential

Areas Where Initial Major Projects Likely

- Large underutilized sites over 2 acres
- V Vacant lands
- Poor building conditions

Figure 10
Physical Opportunities
and Constraints to Development

- **Small business opportunity area between Chicago Avenue and Park Avenue:** Between Chicago and Park Avenues where parcel widths are narrow and lack substantial depth, and where the residential uses of the Eastside Community are directly behind the commercial parcels along University Avenue, a small business area which serves this local community is envisioned as a landscaped and well-lighted environment oriented to the pedestrian. More neighborhood retail, restaurants, services and offices are encouraged on consolidated parcels to change the blighted conditions of the area consisting of an overconcentration of motels and auto uses, obsolete and boarded-up structures and pylon signs. A further description of the vision for this area follows in Section 4.2.1, Subdistrict 1.

- **Improvements to the remaining area:** Improvements in the remaining area are expected to occur primarily as private investment is made in the area. See Section 4.2.3, Subdistrict 3 for a description of the vision.

- **University Avenue developed as a one-of-a-kind unifying street:** A new and extensively landscaped streetscape will be the major unifying element for University Avenue, improving the visual quality of the Avenue and the pedestrian environment (Figure 11). Widening of the roadway pavement beyond four lanes will be limited for bike lanes, turn lanes at major intersections and for bus bays. Existing palms are generally remaining in place, and new ones are added, interspersed with new flowering trees along both sides of University Avenue. To enhance the pedestrian environment where possible, sidewalks are separated from the curb by the street trees. The use of citrus trees, thin water elements reminiscent of the Gage Canal, trellis elements for bus stops, historic pedestrian-scale lights and brick-like, accented paving will emphasize Riverside's heritage.

- **Transportation connection:** Economic vitality is critically dependent upon the ability of an area to function in the role of a destination for shopping, recreation, entertainment, and so forth. University Avenue's role as a link between Downtown and UCR means that investments need to be made in physical improvements which promote localized economic activity. A shuttle system, bikeways and a pedestrian network to link University Avenue, UCR and downtown is an integral part of the vision of the future for University Avenue.

Figure 11
Proposed University Avenue Streetscape
Between Iowa Avenue and Interstate-215

- **Development and design standards:** Adoption of standards through the Specific Plan will guide property owners in shaping new construction and remodeling to help bring about a unification and transformation of University Avenue. Abatement and amortization provisions can help facilitate conversion of land uses to new activities which are an integral part of the future character of University Avenue. Standards and guidelines herein stress a pedestrian-scale architecture and landscaping for areas adjacent to University Avenue, and will be used in the zoning and design review process.

- **Property maintenance and code enforcement:** New property maintenance standards and aggressive enforcement of the standards as well as existing standards, will substantially improve the physical environment.

- **Continuous crime watch and police patrol:** Continuation of the recent efforts by the University Avenue businesses and nearby residents of a crime watch program and active patrol by the Police Department will reduce crime and anti-social behavior which deter new businesses.

- **Promotion of economic activity:** Realization of the future economic potential of University Avenue should not preempt interim uses of property which can promote economic activity while preserving the ability to convert such uses at the appropriate time. The Specific Plan provides for such interim uses of property under specified conditions.

- **Partnership with the Eastside Community:** The role of University Avenue is a complex one. The Avenue is an important link between major anchors of the City. It serves city-wide purposes in both prominence and function. But the ownership, to a significant extent, rests with the Eastside Community, through which the Avenue extends over much of its length.

  To the extent University Avenue and the Eastside Community are inseparable elements, the vision for the Avenue must also be a vision for the Community. Issues such as jobs, housing, child care, pride, ownership, safety, and empowerment, which are critical issues to any established community are by default a component of the Avenue's future.

These components together form the overall vision and development strategy for University Avenue and are interrelated. One component cannot be changed without affecting the other components.

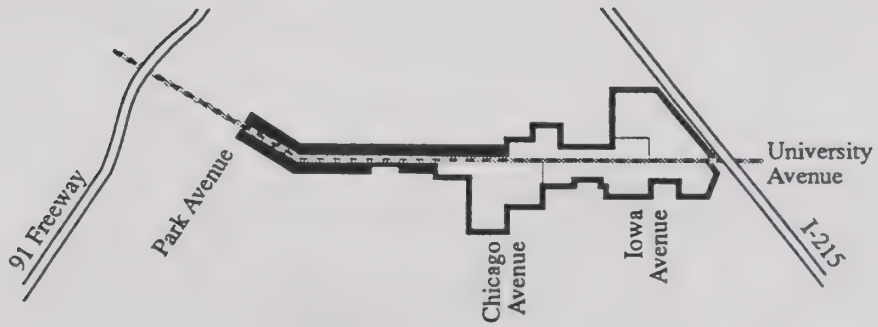
4.2 Vision by Subdistrict

A critical look at University Avenue quickly reveals its character of interrelated subdistricts. Each subdistrict recognizes the unique character of its individual segment of University Avenue. With its own unique land uses, and when combined with the other elements of the Specific Plan, each subdistrict will contribute to the realization of the vision for University Avenue.

Consistent with the general purposes of the University Avenue Specific Plan and the long-range vision of University Avenue, the following subdistricts are established as described in the "University Avenue Subdistrict Map," Figure 7.

4.2.1 Future Vision: Subdistrict 1 (Small Business Opportunity Area)

To continue and enhance the small business area between Park and Chicago Avenues uses to serve the local adjacent community such as neighborhood retail, restaurants, services, and offices are encouraged in small - scale, red-tiled structures fronting on a landscaped

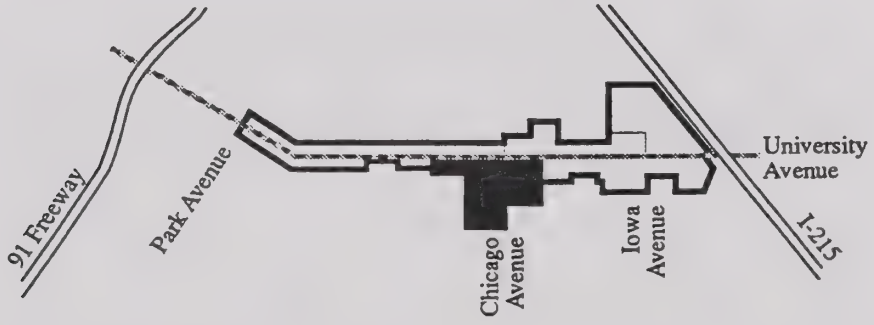


University Avenue corridor. Additional motel, auto and drive-through uses will be discouraged. Incentives such as a facade improvement program and redevelopment programs will be provided to encourage use of vacant, boarded-up structures, replacement of obsolete structures, and reuse of older historic homes. Within this Specific Plan, incentives are provided for property consolidation and shared parking and access to minimize curb cuts on University Avenue. University Avenue, in this Subdistrict, is planned as an extensively landscaped corridor, with the existing palms, the mature trees at Bobby Bonds Park, and new palms and shade trees separating the sidewalk from the curb, strengthening the visual image from the automobile and protecting the pedestrian from vehicular traffic. The combined 16-foot landscaped parkway and 20-foot setback for buildings on either side of University Avenue are landscaped and lighted by pedestrian-scale lighting fixtures. Building entrances face this landscaped parkway on University Avenue and parking is at the rear of the parcel, rather than in the front yard.

4.2.2 Future Vision: Subdistrict 2 (Community Shopping Center Area).

Subdistrict 2 includes the south side of University Avenue from Ottawa Avenue to approximately 600 feet east of Chicago Avenue and currently is characterized by fast food restaurants, full service restaurants, motels, banks and auto service uses on small parcels. In addition, there are shopping centers on either side of Chicago Avenue, the older Town Square project, and the newer Chicago Center Shopping area of approximately 17 acres and 8 acres respectively.

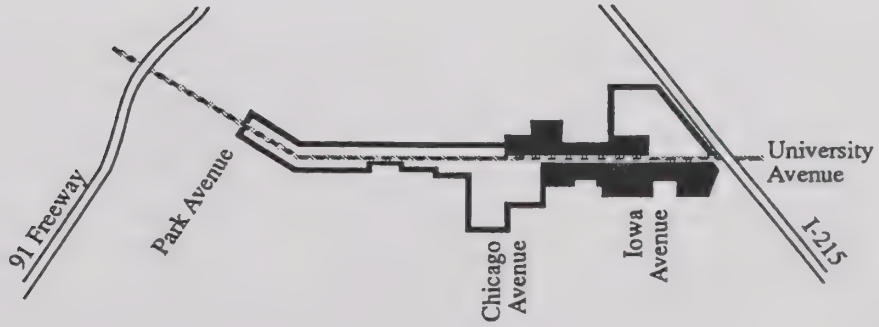
The vision for this Subdistrict is to continue the shopping center uses as well as entertainment, office and restaurant uses in rehabilitated existing structures and completely new structures. Both sides of Chicago Avenue, the University Avenue frontage, are proposed to be linked together architecturally, with landscaping and with aligned pedestrian and vehicular crossings along Chicago Avenue, to create the appearance of one coherent



center. Extensive landscaping, including the parking lot, is intended as a major element, as well as connections through to the adjacent residential community. An opportunity is provided to include residential uses within a planned mixed-use environment subject to specific development standards.

4.2.3 Future Vision: Subdistrict 3 (Visitor Commercial and University-Related Use Area)

Currently, Subdistrict 3 contains larger and taller structures than the remainder of University Avenue. Visitor-serving uses, such as the Hampton Inn, the Days Inn, and the Holiday Inn are interspersed with older offices, banks, retail shopping, restaurants and service stations. Also in this subdistrict, the University has begun to purchase land for University-related facilities. The vision for Subdistrict 3 is to continue the current trend of a mix of visitor-serving/retail commercial, restaurants, offices and University-related facilities and larger structures fronting on a tree-lined University Avenue. Streetscape improvements and design standards and guidelines will contribute to improving the architectural and landscaping environment. The pedestrian environment is to be improved by the addition of palms, shade trees and street furniture as part of a widened sidewalk along University Avenue. A landscaped median with thematic accent trees will help to reduce the perceived width of the street. The pedestrian connection to UCR for the area is planned to be reduced by the elimination of the free right-turn portion of the on-ramp to I-215 and the construction of a land bridge over I-215 from UCR to the University lands south of University Avenue. In order to reinforce the intended pedestrian environment, new structures will be encouraged to have an architectural style that draws from Riverside's heritage.

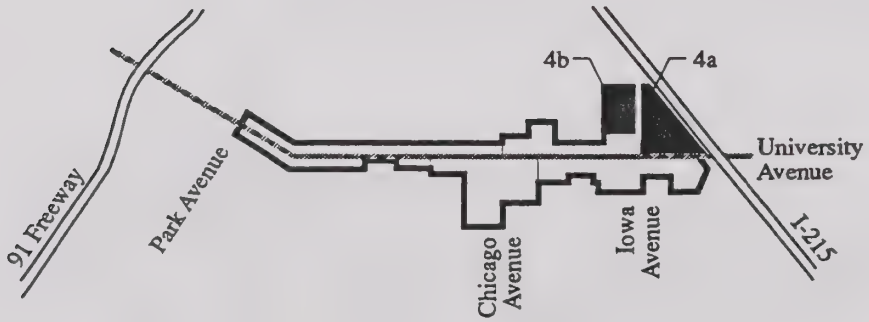


4.2.4 Future Vision Subdistrict 4a (Mixed-Use Development Area)

A Unique Opportunity Along University Avenue.

The University Village Center is a unique, one-of-a-kind opportunity to help strengthen the ties between the campus and the community and improve the surrounding environment. The University Village Center is envisioned as a mixed-use, town/gown village in the tradition of Westwood Village adjacent to the University of California in Los Angeles, Harvard Square adjacent to Harvard University, College Avenue in Berkeley, adjacent to the University of California, and the new Marketplace adjacent to the University in Irvine (Figure 12).

The Downtown/Central Industrial Development Implementation Plan designated the area surrounding the intersection of Iowa and University Avenues as a UCR Village. The analysis of opportunities and constraints, physical characteristics, and market factors, and ownership patterns (85 percent in two ownerships) suggest that the initial University Village Center be located in Subdistrict 4, a triangular area of approximately 16 acres north of University, defined by I-215, University Avenue, and Iowa Avenue. This site is close enough to the University to encourage pedestrian and bicycle traffic, the large exposure on University Avenue will have an immediate impact on the character of University Avenue, and its adjacency to I-215 should make it attractive to retail and office users.



A Mixed-Use Village

To attract students and the community, the University Village Center is planned to be a unique environment, with special uses, not a traditional shopping center typically found on a highway-oriented street. The proposed character is "village-like", with retail shops, restaurants, a theater and other entertainment facilities clustered around a series of outdoor courtyards. A pedestrian paseo with ample room for outdoor dining, artwork, shopping, performers and strolling is also anticipated. Housing is proposed to be a vital a part of the center, keeping the area an active environment, popular throughout the day and evening. University oriented uses, such as a satellite bookstore or University administrative offices and professional offices would also be part of the mix, further adding to the character. Retail tenants would include such shops as small apparel stores, athletic wear stores, audio and video stores, poster stores/graphic arts supply, book stores, stationery/greeting card outlets, coffee shops, yogurt and ice cream shops, lunch and dinner restaurants, dry cleaners, copy shops, hair styling salons, travel agents, photo processing facilities and florists.

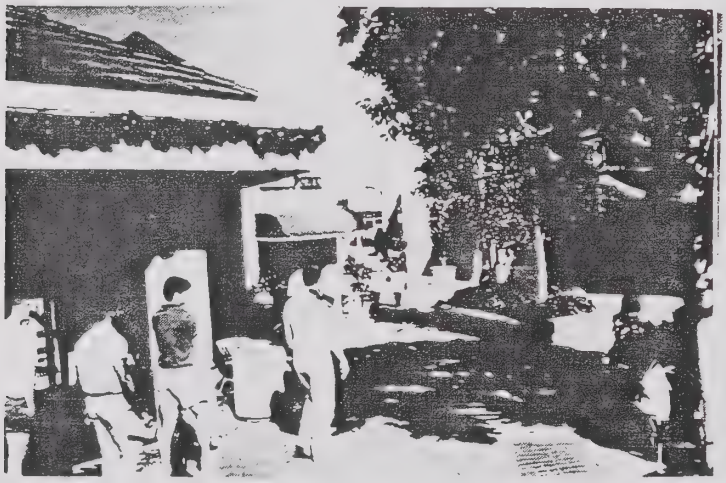
The architectural scale would vary from one to four stories and reflect early California or Mediterranean design concepts while allowing expressions of contemporary accents. The landscape design will be composed of a variety of formal and informal clusters of palm, citrus and shade trees. Hanging pots, pedestrian-scale lights, and planters are expected to enliven the balconies, courtyards and paseos. Initially, all uses should have adequate surface parking, however, accommodation is made for structured parking at a later date. Figure 8 illustrates the architectural character envisioned for this mixed-use village catering to the community, visitors, and University students, staff and faculty.

4.2.5 Future Vision: Subdistrict 4b (Mixed-Use Development Area)

Subdistrict 4b is envisioned as primarily a multi-family housing area catering to the University populace and with some ground level retail along Iowa Avenue. The extensively landscaped site would have a campus-like environment consisting of two- and three- story buildings clustered around courtyards and interesting outdoor spaces with trellises, awnings, potted plants, arches, and arbors. In keeping with the overall landscaping theme for University Avenue, citrus trees, palms, water elements and textured paving, and a network of pedestrian paths are a part of this garden concept. A strong pedestrian and vehicular connection is proposed to link this residential complex with University Village Center in Subdistrict 4 and together Subdistrict 4a and 4b are expected to form an exciting, viable mixed-use complex anchoring the eastern end of University Avenue.

The Art Fair at Westwood Village Adjacent to the University of California at Los Angeles.

Harvard Square Serves as the Student / University Town.



Outdoor Dining, Entertainment, Retail and Offices in a Village-Like Center in the Marketplace Near the University of California at Irvine.

Outdoor Seating Areas, Retail Shops and Offices Near the University of California at Irvine

Figure 12
University Centers Adjacent to Other Universities

With implementation of the standards and guidelines in this Specific Plan and a partnership of the public and private sectors working together, this vital, memorable vision for University Avenue can be realized.

5.0 CIRCULATION / STREETSCAPE STANDARDS AND GUIDELINES FOR PUBLIC PROPERTY

5.1 Circulation Concept

The University Avenue corridor is to provide vehicular, transit, bikeway, and pedestrian circulation linkages between Downtown and the University as well as land uses fronting the Avenue. The street is planned to de-emphasize through traffic and emphasize the visual, pedestrian, and ceremonial. Major vehicular pass-through traffic in the area is planned to be accommodated along streets parallel to University Avenue. UCR's long range development plans reinforce this concept in its Long Range Development Plan, which recommends that University Avenue become the ceremonial entrance to the campus and that major campus vehicular access be from Pennsylvania Avenue and Blaine/Third Street.

In order to enhance the pedestrian, visual, and ceremonial aspects of University Avenue, the existing palm corridor and the mature trees near Bobby Bonds Park must be maintained (Figure 13). To achieve this and increase the opportunity for retail shopping, the Avenue would remain as a four-lane street, widened only as necessary for bike lanes, bus bays and at major intersections for turn lanes.

5.2 Streetscape Standards for University Avenue

A new extensively landscaped streetscape for the public rights-of-way is planned to be the major unifying element for University Avenue, improving the visual quality and the pedestrian environment.

Circulation/streetscape standards to unify University Avenue include the following:

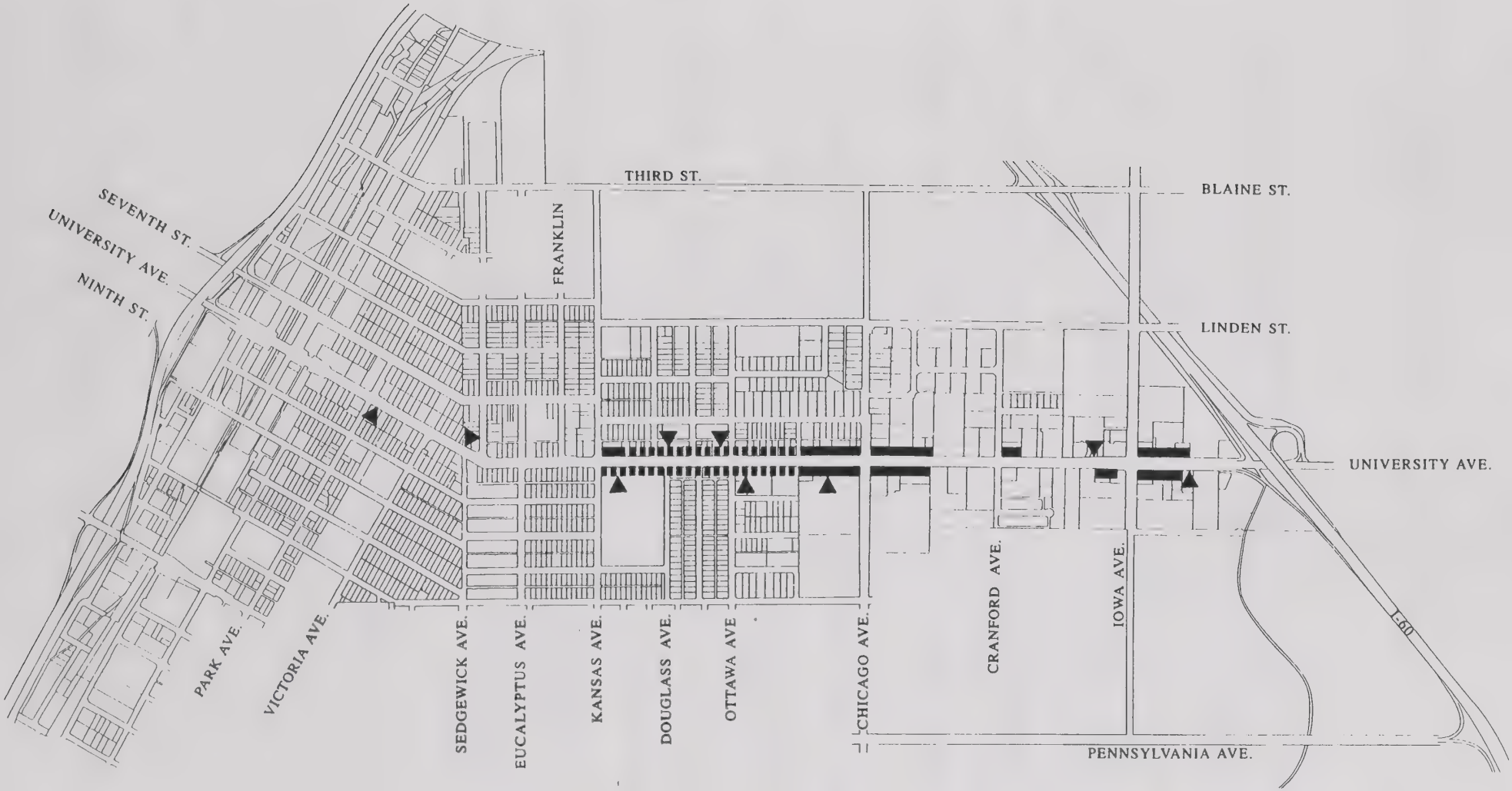
- To protect the existing palm corridor and the mature trees near Bobby Bonds Park and still provide improved traffic service, University Avenue shall be maintained as a four-lane street widened at major intersections (Chicago, Iowa, and Kansas Avenues) for additional turn lanes and for bus bays (Figure 14).

- As property develops along University Avenue, adequate rights-of-way shall be acquired for major intersections, for bus bays, and for the basic 100-foot arterial recommended in the City of Riverside draft General Plan.

Sidewalk and
Trees in Front of
Bobby Bonds Park

Existing Row
of Washingtonia
Filifera Palms on
North Side of Street

Figure 13
Existing Palms and Mature Trees
on University Avenue



** All bus bays and bus stops are not shown. Shown are those where widening is anticipated. Streetscape construction drawings may modify the precise location of these bays*

Figure 14
Generalized Concept for
Areas to be Widened

- To avoid a "saw-tooth" effect from sporadic widenings, developers should be required to contribute to a fund for future street improvements, in lieu of being required to do actual widenings.

- To accommodate a bike lane the entire length of University Avenue, the area between Kansas and Chicago Avenue may need to be widened by 10 feet. This widening should be engineered so as to avoid the existing mature trees adjacent to Bobby Bonds Park.

- New palms shall be added to reinforce the existing palm corridor and provide the major unifying element for the street.

- Flowering shade trees shall be added at regular intervals in between the existing and new palms.

- Decorative crosswalks shall be provided at major signalized intersections.

- Concrete sidewalks with brick-like accents near intersections shall be provided, separated by landscaping from the curb, where feasible.

- Other pedestrian amenities shall be provided along University Avenue, including historic pedestrian lights in selected areas, citrus trees and water elements, trellises at key intersections or bus stops, and street furniture.

- A rubber tire shuttle system is encouraged along University Avenue, connecting the University, the Marketplace and Downtown.

- Bus bays shall be provided along University Avenue in the same general location as the existing bus stop.

Figure 15 indicates typical varying conditions proposed for University Avenue. In this concept, except at major intersections, and for bus bays, the pavement width shall remain as it is today, with raised landscaped medians near Chicago and Iowa Avenues and from Iowa Avenue to I-215. The balance of the street would have a painted two way left turn lane, however, a continuous 8-foot landscaped median may be considered as an optional second phase. This would, however, limit left turns, except at major intersections, reducing access to individual parcels and requiring major reconstruction of the street. Standards for the planting and sidewalk patterns for individual segments of University Avenue include:

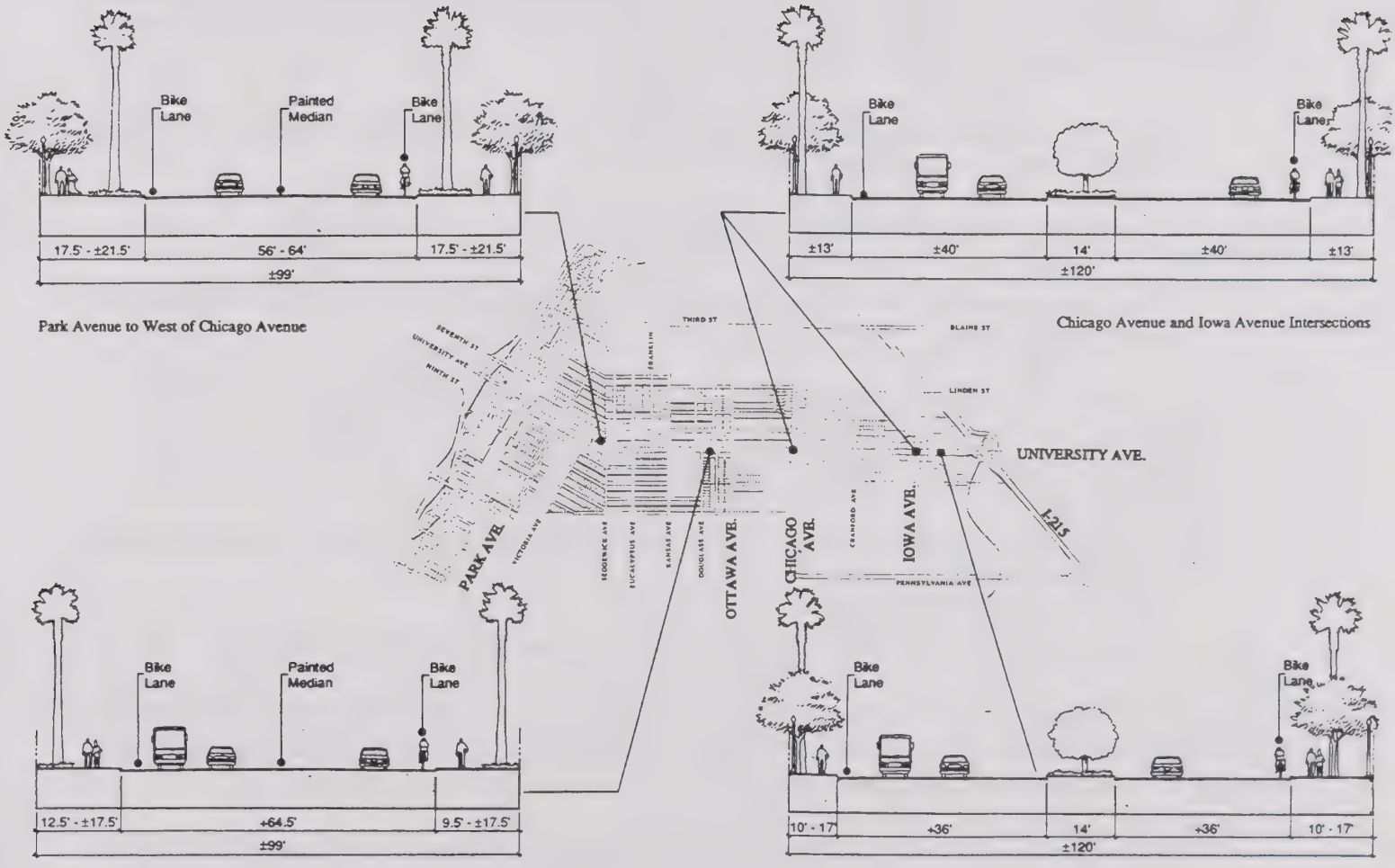


Figure 15
Typical Streetscape Cross Sections

5.2.1 From Park Avenue to just west of Chicago Avenue (Subdistrict 1)

This area is predominantly four lanes, has parkways, generally 16.5 feet wide, with informal planting and sidewalks protected by a planting strip (Figure 16). Standards for the public right-of-way are as follows:

- Maintain existing mature trees and introduce new palms to continue the "palm corridor" and new canopy shade trees.
- Continue to use curb line parkways as the standard.
- No widening except as needed for bus bays, bike lanes and turning movements at major intersections.
- Provide pedestrian-scaled street lighting and decorative crosswalks.
- Consolidate driveway access, where possible.
- Plant special setback area compatible with streetscape as a part of adjacent new private development.

5.2.2 From just west of Chicago Avenue to Iowa Avenue (Subdistricts 2 and 3)

This area is primarily four lanes wide with widened sections at Iowa Avenue and on the south side near Cranford Avenue. It is also the area of the most predominant existing palm corridor. Standards for this area include:

- Widen University Avenue intersections at Chicago and Iowa Avenues for additional turn lanes and decorative crosswalks, landscaped medians, and shade structures.
- Maintain existing palms trees, except at intersections, where the palms shall be relocated into the parkway. New palms, interspersed with shade trees, shall be added.

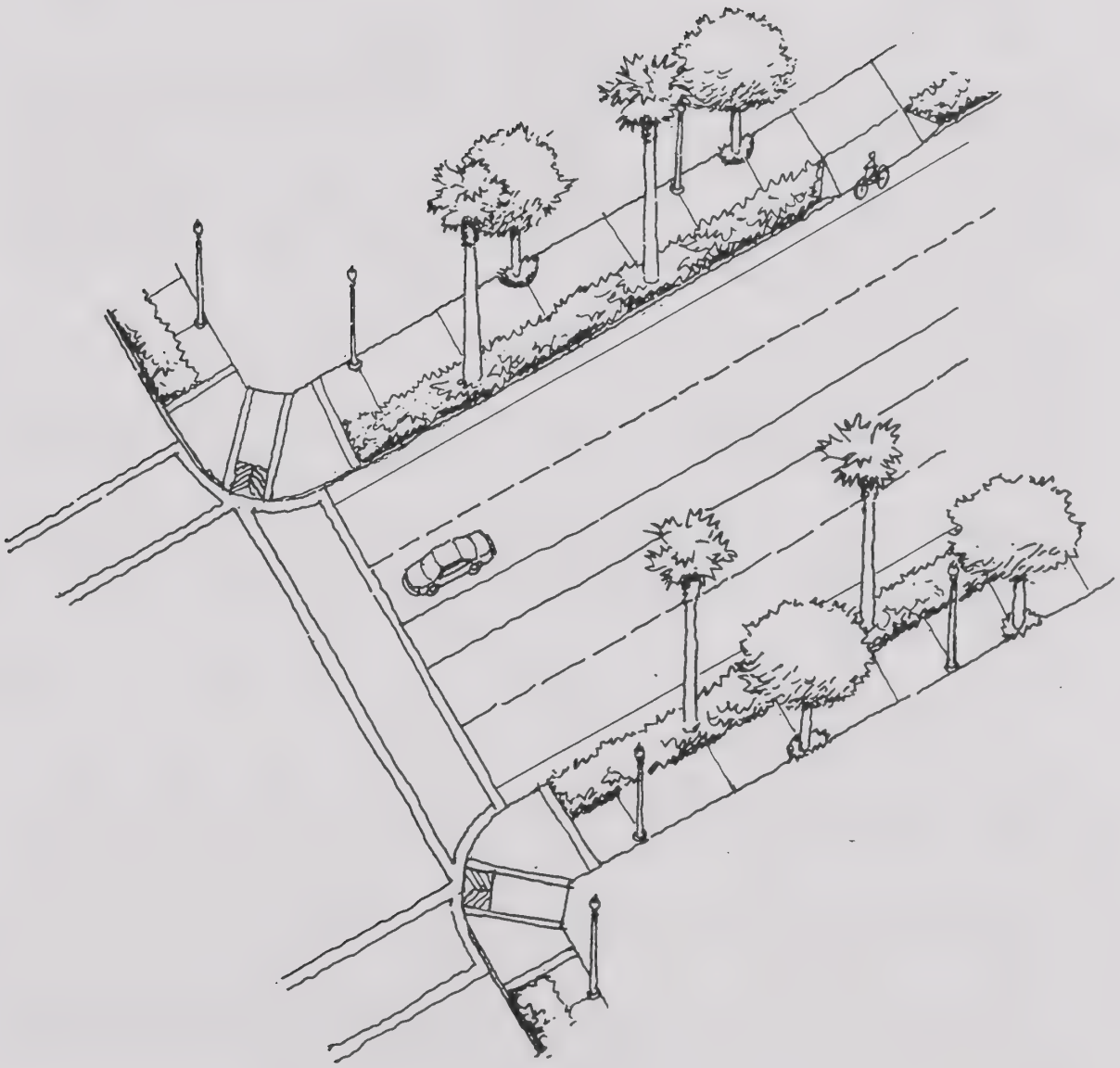


Figure 16
Park Avenue to Franklin Avenue Streetscape

5.2.3 From Iowa Avenue to I-215 (Subdistricts 3 and 4)

The street has already been widened to a six-lane cross section, and the existing rights-of-way are 120 feet in some areas. The concrete sidewalk is 17 feet wide in some areas with palm trees in cutouts along the sidewalk (Figure 17). This area is to be the major ceremonial entrance to UCR. It has the potential to be an active pedestrian area if adjacent uses can attract University students, faculty and staff, and provided the freeway overpass and ramps are made more pedestrian friendly (Figure 18).

Unique streetscape standards for this area include:

- The current pavement width and striping for four lanes shall be maintained in order to utilize the remaining pavement area for bicycle lanes and a future shuttle.
- Caltrans shall be petitioned by the City to eliminate the suburban ramp, initially through use of a stop sign and subsequently by closure of the free right-turn on-ramp and provision of a pedestrian-activated crossing signal at the remaining hard-right on-ramp access.
- A median shall be developed which is landscaped with thematic accent trees such as citrus, and water elements.
- The entire parkway area shall be paved with brick or other modular pavers in a "red brick" color interspersed with poured concrete and shade trees in tree grates.
- A decorative mid-block at-grade pedestrian crossing and traffic signal shall be provided, if justified by an appropriate pedestrian study.
- Palm trees shall generally remain in their current locations, and new canopy trees shall be added at regular intervals between the palms.

5.3 Streetscape Improvements Guidelines

5.3.1 Existing and New Street Trees in Parkways

- Existing mature trees in the public right-of-way should be retained, if possible.

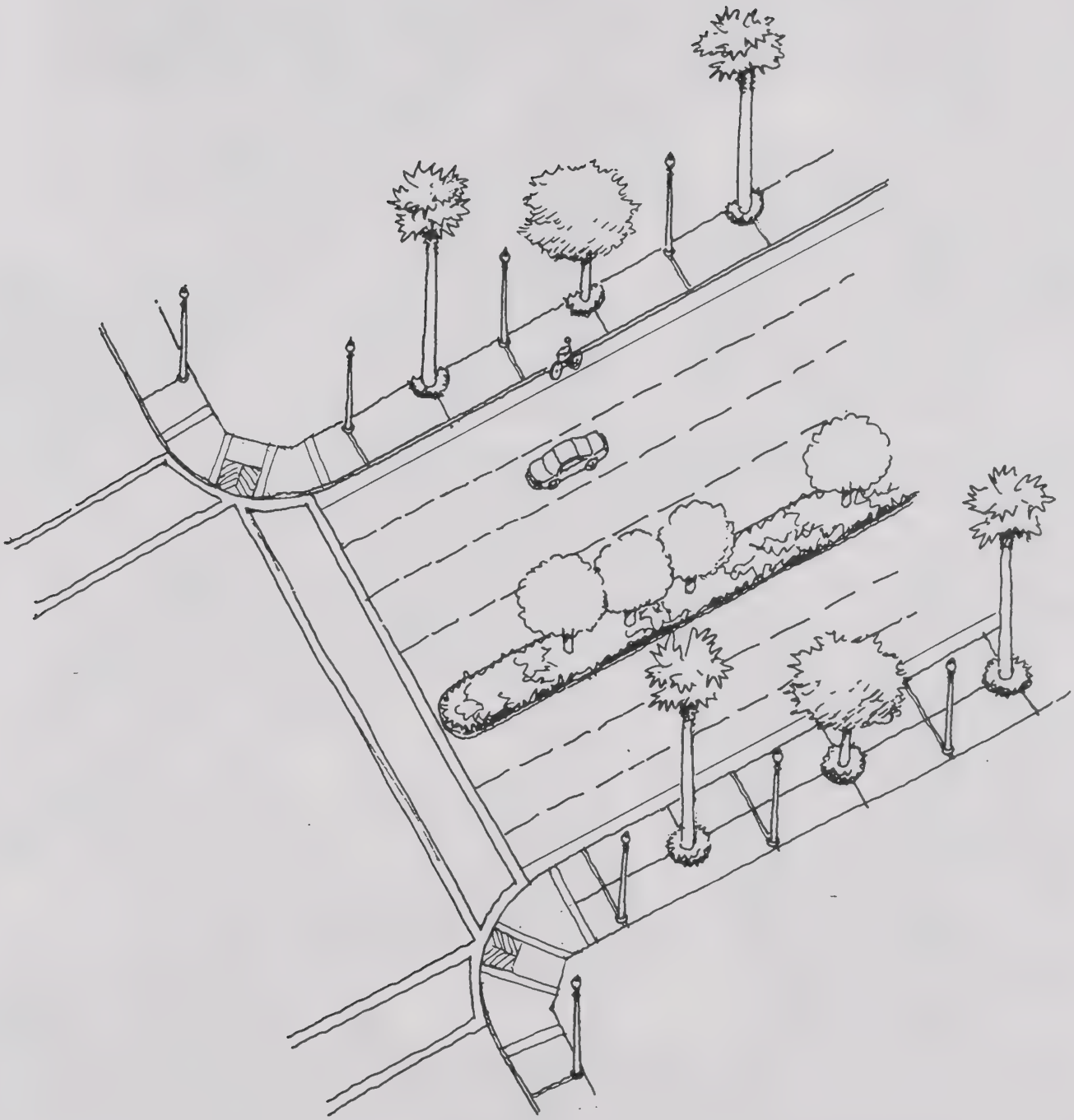


Figure 17
Iowa Avenue to Interstate-215 Streetscape

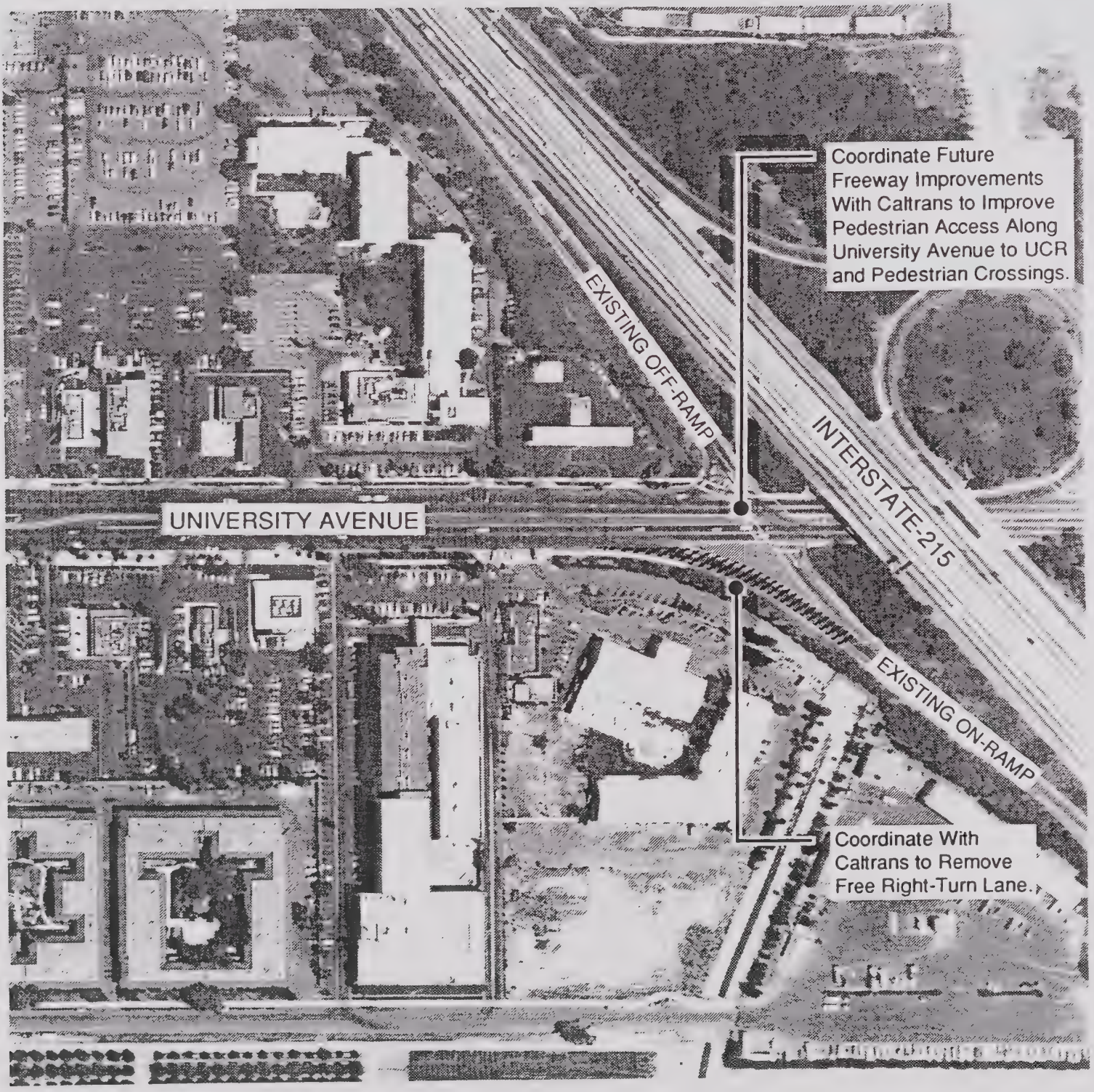


Figure 18
Modification of Freeway On-Ramp

- New canopy (shade trees) shall be the Kollereuteria bipinnata (Chinese Flame Tree) in a 36- to 48-inch box size with root barriers. Trees shall be large enough and shaped or trimmed to avoid overhanging branches interfering with traffic. New palms shall be Washingtonia filifera (California Fan Palm) in a height to match existing palms. Property owners may be required to provide an easement for planting and maintenance of street trees.

5.3.2 Accent Shrubs and Groundcover

Flowering evergreen groundcover shall be provided in medians and parkways, including Raphiolepis indica "Ballerina" (India Hawthorn) and Lantana montevidensis (Trailing Lantana).

5.3.3 Crosswalks

Pedestrian crosswalks at signalized intersections shall be made of brick-like, patterned interlocking concrete pavers.

5.3.4 Sidewalks

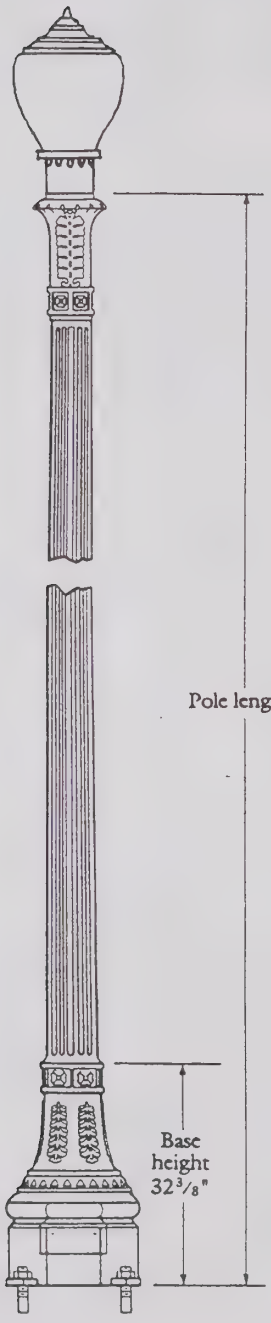
The minimum sidewalk width shall be 6.5 feet. Ten-foot wide or wider sidewalks shall be provided, where possible, but not to the exclusion of a planted parkway as stipulated by subdistrict. Sidewalks shall be concrete paving with a broom finish and interspersed with brick or decorative paver banding at appropriate intersections. Where parkways are not called for, minimum 4-foot radius tree wells shall be provided for shade trees.

5.3.5 Medians

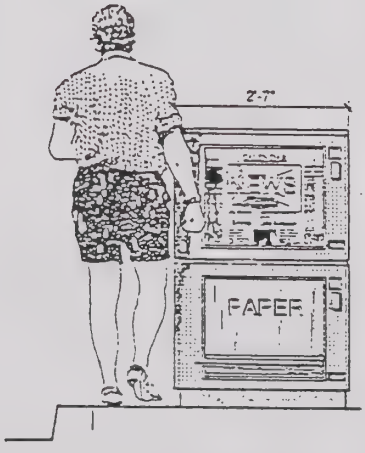
Medians shall utilize the groundcover specified for the parkways and be distinguished by a unique tree such as citrus or another special treatment.

5.3.6 Pedestrian Lighting

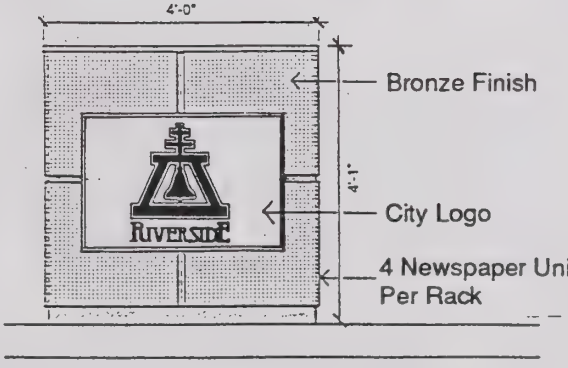
Pedestrian lighting shall be located near the property lines, focused near major intersections and along areas of concentrated pedestrian activity. Figure 19 illustrates the recommended design, which is the same standard and globe approved for the Marketplace project. Existing overhead street lights shall be maintained to provide general lighting.



Pedestrian Light



Front Elevation



Side Elevation

Figure 19
Typical Street Furniture

5.3.7 Streetscape Furniture

Figure 19 indicates recommended types of trash receptacles, benches, and a combined newsrack and planter. Figure 20 illustrates a bus shelter concept which includes a trellis. Another design may be developed during the construction document phase for the bus shelter.

5.3.8 Gateway Landscaping

At the intersection of I-215 and University Avenue, if approved by Caltrans, citrus should be used within the freeway right-of-way to create an entrance responsive to the heritage of University Avenue.

5.4 Alleys

Developments which abut alleys shall incorporate appropriate safety and "defensible space" concepts. Site planning for all such development shall provide for a completed "edge" to the alley and shall easily facilitate suitable planting, lighting, visibility and maintenance of all abutting areas.

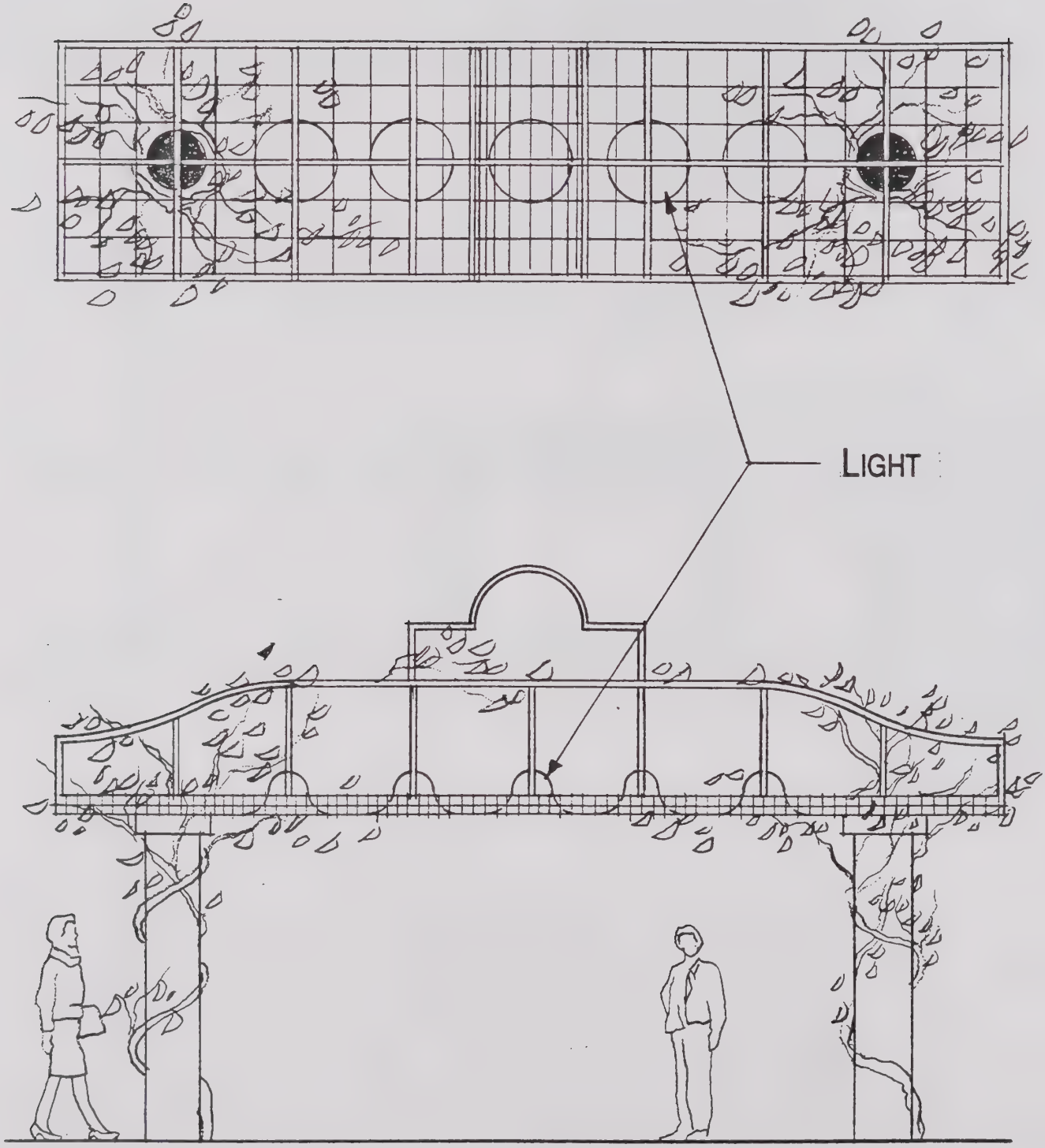


Figure 20
Bus Shelter Concept

6.0 LAND USE REGULATIONS

The policies, standards and design guidelines in this Specific Plan are formulated to implement portions of the overall vision and development strategies presented in the University Avenue Strategic Development Plan and to address additional concerns of the Citizen Advisory Task Force. This chapter outlines objectives and policies for the first of the major plan components - subdistricts and land use.

6.1 Definitions

For the purposes of this Specific Plan, the meanings of words and phrases ascribed to them in Chapter 19.04 of the Riverside Municipal Code shall apply. Additionally, for the purposes of this Specific Plan, the following words and phrases, whenever used in this Plan, shall be construed as defined in this Chapter, unless from the context, a different meaning is specifically defined and more particularly directed to the use of such words or phrases:

- **Consolidated Block Development** shall mean a project submitted for approval under a single application, 1) containing an entire block of lots fronting on University Avenue between intersecting streets and which eliminates all curb cuts directly from University Avenue, or 2) consisting of contiguous lots totalling 2 acres or more, which substantially reduces curb cuts on University Avenue and improves pedestrian/vehicular circulation and landscaped image.

- **Mini Mall** (see zoning code).

- **Planned Mixed-Use Commercial/Residential Development** (also "Mixed-Use" Development) shall mean a project submitted for approval under a single application, which project contains a combination of commercial, office and residential on a lot or a group of contiguous lots which constitute a single building site, and which is characterized by an integrated architecture, site design, function and purpose and occupies a site of 15 acres or more.

- **Shared Parking Analysis** shall mean an evaluation of the total parking requirement of all individual land uses within a "Planned Mixed Use Commercial/Residential Development" in order to determine the number of such required parking spaces which may be shared by two or more individual land uses without conflict, thus reducing the total parking requirement for the development.

- **Swap Meet** shall mean any event where new and secondhand goods are offered or displayed for sale or exchange and either (1) a fee is charged to sellers for the privilege of offering or displaying such goods; or (2) a fee is charged to prospective buyers for admission to the area where such goods are offered or displayed.

- **Streetscape** is a term for improving the visual and pedestrian environment of a street by providing landscaping, street trees, pedestrian scale lighting, sidewalks, street furniture and other pedestrian amenities.

6.2 Intent of the Land Use Regulations

Land uses within the Specific Plan area are discussed below in terms of: 1) overall objectives 2) the relationship of Specific Plan land uses to those in the Land Use Element of the General Plan and Specific Plan Land Use Designations 3) land uses permitted within the Specific Plan area.

The Specific Plan incorporates the following in order to achieve the expressed intent of the plan:

- Encourage and appropriate mix of land uses and investment on the Avenue to revitalize and bring about a demonstrable change in the Avenue's character.

- Limit or prohibit certain objectionable uses or overconcentration of uses along certain segments of University Avenue including gas stations, some auto uses, fast food drive-in facilities, liquor stores, and motels.

- Provide land use and development standards incentives to encourage mixed-use developments and the conversion of nonconforming land uses to new uses which reflect the long-term vision for the corridor.

- Implement the land use concept of the University Community Plan which includes distinctions between land uses east and west of Chicago Avenue.

- Require conditional use permits for the mixed-use village concept proposed for Subdistricts 4a and 4b.

6.2.1 Relationship to the General Plan Land Use Element

It is important that the General Plan and the Specific Plan remain consistent. At the writing of this Specific Plan the General Plan is still in the hearing process. The following land use designations have been approved by the Planning Commission and are pending review and approval by the City Council[1]:

Subdistricts 1 and 3	Retail, Business and Office
Subdistricts 2 and 4a	Mixed-Use Office, Institutional Uses
Subdistrict 4b	Mixed-Use Residential, Institutional Uses

The Specific Plan interprets and refines the Draft General Plan designations for this Specific Plan as follows:

- In general, retail, commercial, and office uses are permitted along the entire corridor.

- In addition, in Subdistricts 2 and 4, Planned Mixed-Use Commercial/Residential Development which require lot consolidation are encouraged with a Conditional Use Permit.

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1 The Draft City of Riverside General Plan was under preparation at the same time as the University Avenue Strategic Development Plan and Specific Plan and the above land use designations are under consideration at the time of preparation of this document.

6.2.2 Land Uses Permitted Within the Specific Plan or by Subdistrict and Limitations

Table 2 and Table 3 list limitations on these permitted uses.

Key To Land Use Classifications

The symbols in Table 2 designate the following land use classifications within each of the University Avenue Subdistricts:

- The letter "**P**" designates use classifications PERMITTED in the University Avenue Specific Plan Area.
- The letter "**L**" designates use classifications in the University Avenue Specific Plan Area which are subject to certain LIMITATIONS prescribed by the number or numbers following the "L" designator shown in Table 2. Prescribed limitations can be found in Table 3, "Additional Use Regulations," that follow.
- The letter "**C**" designates use classifications only permitted in the University Avenue Specific Plan Area subject to the granting of a CONDITIONAL USE PERMIT. The granting of such permits may be for a specified, limited period of time as determined through the approval process.
- The symbol "**-**" (a dash) designates use classifications NOT PERMITTED in the University Avenue Specific Plan Area.

Using Tables 2 and 3

Land Uses Permitted In Each Subdistrict. The land uses permitted in each Subdistrict shall be only those uses expressly permitted in Table 2.

This table of land uses is based upon uses which are listed in the underlying zones within the University Avenue Specific Plan Area. These zones are the Restricted Commercial ("C-2") Zone, General Commercial ("C-3") Zone, Community Shopping Center ("C-1-A") Zone, Parking ("P") Zone, Restricted Office ("R-O") Zone, and Residential-3 ("R-3") Zone. In order to implement the vision for University Avenue, the applicability of these uses has been modified or expanded as appropriate. Land uses are arranged alphabetically in Table 2.

The criteria established in this Specific Plan shall apply to all land uses permitted in the University Avenue Specific Plan Area and shall govern where conflicts arise with any regulations of an underlying zone. Unless specifically otherwise indicated in Table 2, all uses within the University Avenue Specific Plan Area, shall be conducted wholly within a building, except for off-street parking. Exceptions to this would be outdoor dining, food carts and kiosks. Outdoor dining is acceptable in association with any restaurant, subject to the approval of design and location factors by the Design Review Board. Food carts and kiosks are anticipated to be part of potential mixed-use projects in Subdistricts 2, 4 and 4a. Provisions for these would be made as part of the conditional use permit process.

Limitations On Permitted Land Uses. Land uses permitted in each Subdistrict of the Specific Plan Area shall be subject to certain limitations indicated in Table 3, Additional Use Regulations, and prescribed by the number or numbers following the "L" designator in Table 2.

Uses Not Listed in Table 2

Other uses, as provided in Section 19.68.010 of the Zoning Code, may be permitted if, in the judgment of the Planning Commission or the Planning Department Staff, the uses are similar to, compatible with and no more objectionable than any of those permitted in Table 2.

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Addressing service office	P	P	P	P	—
Advertising agency office	P	P	P	P	--
Administrative offices	P	P	P	P	--
Ambulance service	--	--	--	--	--
Antique shop	P	P	P	P	--
Appliance store	P	P	P	P	--
Appraiser office	P	P	P	P	--
Architect office	P	P	P	P	--
Art shop or gallery	P	P	P	P	--
Art supply store	P	P	P	P	--
Attorney at law office	P	P	P	P	--
Adult entertainment uses as defined in Chapter 19.61 of the Zoning Code	--	--	--	--	--
Automobile dismantling facility	--	--	--	--	--
Automobile storage garage, commercial	--	--	--	--	--
Automobile, van and truck sales	--	--	--	--	--
Automobile painting facility, including incidental body and fender work	--	--	--	--	--
Automobile rental	--	C, L20	C, L20	--	--
Automobile service station	--	--	C, L13	--	--
Automobile service center	C, L21	--	C, L21	--	--
Automobile parts and accessories, retail (no service)	C	C	C	--	--
Automobile tire recapping	--	--	--	--	--
Automobile wash facility (car wash), hand or mechanical, including detailing	C, L22	—	—	—	—
Bail bond agency	--	--	--	--	--
Bakery, retail	P, L26	P, L26	P, L26	P, L26	--
Bar, cocktail lounge, tavern	C	C	C	C	--
Barbershop	P	P	P	P	--

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Beauty shop	P	P	P	P	--
Beverage container recycling facility (except auth., state-mandated collection points)	--	--	--	--	--
Billiard or pool hall	C, L27	C, L27	C, L27	C, L27	--
Bicycle shop	P	P	P	P	--
Boat sales or rentals	--	--	--	--	--
Book store	P	P	P	P	--
Bowling alleys	--	C	C	C	--
Bus terminal	--	--	--	--	--
Business and management consultant office	P	P	P	P	--
Camera store	P	P	P	P	--
Catering establishment	P	P	P	--	--
Cemeteries, columbariums, crematories, mausoleums - offices connected with and incidental to such uses	--	--	--	--	--
Check cashing service	C	C	C	C	--
Chiropodist office	P	P	P	P	--
Chiropractor office	P	P	P	P	--
Churches, church schools, parsonages, monasteries, convents and recreational or entertainment uses incidental to church purposes	C	C	C	C	--
City planner office	P	P	P	P	--
Cleaning and dyeing establishment (dry cleaners)	P	P	P	P	--
Clothing and wearing apparel shop	P	P	P	P	
Clubs and lodges (private, nonprofit)	C, L8	C, L8	C, L8	C, L8	--
Coffeehouse	P	P	P	P	--
Collection agency office	P	P	P	P	--
Commercial coaches	P, L1	P, L1	P, L1	P, L1	--
Computer hardware & software store	P	P	P	P	--
Computer sales & service	P	P	P	P	--
Confectionery store	P	P	P	P	--
Consumer electronics store	P	P	P	P	--

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Contractor storage yard	--	--	--	--	--
Copy shop	P	P	P	P	--
Commercial radio and television transmitting and receiving station and antennas	--	--	--	--	--
Creamery or other dairy processing facility	--	--	--	--	--
Credit reporting agency office	P	P	P	--	--
Day nursery, nursery school, house for children, and day care facility	C	C	C	C	--
Decorating or drapery shop	P	P	P	--	--
Delicatessen	P	P	P	--	--
Department store	P	P	P	P	--
Dental laboratory	P, L2	P, L2	P, L2	P, L2	
Detective agency office	P	P	P	P	--
Dry goods or notions store	P	P	P	P	--
Drug store	P	P	P	P	--
Economist office	P	P	P	P	--
Educational institutions and private elementary and high schools	C	C	C	C	--
Employment agency office	P	P	P	P	
Engineer and surveyor office	P	P	P	P	--
Establishments involving large assemblages of people or automobiles, such as open-air theaters, stadiums, auditoriums, exhibition halls and sports arenas	-	C, L9	C, L9	C, L9	—
Farm and garden implement sales or rentals	--	--	--	--	--
Film processing - retail	P, L7	P, L7	P, L7	P, L7	--
Financial institutions, including banks, thrifts and credit unions	P	P	P	P	--
Florist shop	P	P	P	P	--
Frozen foods locker	P	--	--	--	--
Furniture store	P	P	P	P	--
Furniture reupholstery shop	P	--	--	--	--

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Grocery, fruit or vegetable store or meat market	P	P	P	P	--
Gun shop / gun smithing	--	--	--	--	--
Hardware store	P	P	P	P	--
Health studio, reducing salon or gymnasium	--	C	C	C	--
Heliport and helistop	--	--	--	--	--
Homes for the aged, convalescent homes, rest homes, nursing homes and homes for mental patients	C	C	C	--	--
Hospital and sanitarium	--	--	--	--	--
Hotel - commercial	--	--	C, L30	--	--
Ice cream store	P	P	P	P	--
Ice sales facility	--	--	--	--	--
Ice skating rink	--	C	C	C	--
Insurance broker office	P	P	P	P	--
Jewelry store	P	P	P	P	--
Keeping animals or fowl, including poultry, pigeons, rabbits, horses, mules, ponies, goats, sheep, cows, reptiles, exotic or similar animals	--	--	--	--	--
Laboratory	P, L28	P, L28	--	--	--
Land title company office	P	P	P	P	--
Landscape architect office	P	P	P	P	--
Laundry agency	--	--	--	--	--
Laundry - commercial	--	--	--	--	--
Laundry - self-service (laundromat)	P	P	P	--	--
Leather goods or luggage store	P	P	P	P	--
Libraries and museums (nonprofit)	C	C	C	C	--
Liquor store	--	--	--	--	--
Liquor sales - ancillary use	C, L29	C, L29	C, L29	C, L29	--
Manufacturer's representative office	P	P	P	P	--
Mental health counseling - outpatient facility	P	P	P	P	--
Millinery shop	P	P	P	C	--

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Mini mall	C, L35	--	C, L35	--	--
Mineral extraction / surface mining	--	--	--	--	--
Mixed-use development, planned commercial/residential	--	C, L11	--	C, L11	C, L11
Mobile home sales	--	--	--	--	--
Motel	--	--	C, L30	--	--
Mortuary and associated chapel	--	--	--	--	--
Movie theater	C	C	C	C	--
Multiple-family residences	--	C, L10	--	C, L10	P
Museum (commercial)	C	C	C	--	--
Music store, record store	P	P	P	P	--
Newspaper publishing or printing	P	P	P	--	--
Newsstand	P	P	P	P	--
Night club	--	C	C	C	--
Oculist office	P	P	P	P	--
Optician office	P	P	P	P	--
Optometrist office	P	P	P	P	--
Outdoor dining as defined in Section 19.04.394 of the Zoning Code	P	P	P	P	--
Osteopath office	P	P	P	P	--
Parking, off-street (independent lot)	P	P	P	P	--
Patio furniture sales	P	P	P	--	--
Pawnshop / pawnbroker	--	--	--	--	--
Pet shop	P	P	P	P	--
Photocopying and blueprinting	P	P	P	P	--
Photographer studio	P, L6	P, L6	P, L6	P, L6	--
Physical therapist	P	P	P	P	--
Physician office	P	P	P	P	--
Plant nursery, retail	P, L18	P, L18	P, L18	--	--
Post office	P	P	P	P	--
Prescription pharmacy	P	P	P	P	--

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Psychiatrist office	P	P	P	P	--
Psychologist office	P	P	P	P	--
Public accountant office	P	P	P	P	--
Public notary office	P	P	P	P	--
Public relations consultant offices	P	P	P	P	--
Public uses	C	C	C	C	C
Publishing company office	P, L3	P, L3	P, L3	P, L3	--
Public utility service office	P	P	P	P	--
Public stenographer office	P	P	P	P	--
Real estate broker office	P	P	P	P	—
Research offices	P, L4	P, L4	P, L4	P, L4	--
Restaurant or cafe - with no on-site liquor sales	P	P	P	P	--
Restaurant or cafe - with on-site liquor sales	C	C	C	C	--
Restaurant - fast food, as defined in Section 19.04 of the Zoning Code, but excluding drive-thru lanes except within Subdistrict 2 where drive-thru lanes are permitted subject to specified development standards in Table 4	C, L33	C, L33	C, L33	C, L33	--
Restaurant - take out, as defined in Section 19.04 of the Zoning Code	C, L33	C, L33	C, L33	C, L33	--
Roller skating rink	--	C	C	C	--
Shoe repair shop	P	P	P	P	--
Shoe store	P	P	P	P	--
Soda fountain	P	P	P	P	--
Sporting goods store	P	P	P	P	--
Stationery store	P	P	P	P	--
Stockbroker office	P	P	P	P	--
Studio or school - art, music, voice, dance or modeling	P	P	P	P	--
Substance abuse facility	--	--	--	--	--
Supermarket	P	P	P	--	--
Surgeon office	P	P	P	P	--

Table 2
LAND USES PERMITTED IN EACH SUBDISTRICT

Land Use Classification	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4a	Subdistrict 4b
Swap meet - indoor	C	--	--	--	--
Swap meet - outdoor	--	--	--	--	--
Tabulation and computing service office	P	P	P	P	--
Tailor shop - custom making	P	P	P	P	--
Taxidermist	--	--	--	--	--
Telegraph consumer service office	P	P	P	P	--
Telephone answering service office	P	P	P	P	--
Theater, excluding outdoor theater	C	C	C	C	--
Ticket office / ticket agency	P	P	P	P	--
Toy shop	P	P	P	P	--
Trade associations, labor organizations, fraternal and social organizations	P, L5	P, L5	P, L5	P, L5	--
Trailer sales or rentals	--	--	--	--	--
Transportation ticket agency office	P	P	P	P	--
Travel bureau or agency	P	P	P	P	--
Vocational and self improvement school	C, L19	C, L19	C, L19	C, L19	--
Variety store	P	P	P	P	--
Veterinary clinic and small animal hospital	C, L23	C, L23	--	--	--
Video / game arcade	--	C	--	C	--
Video / game arcade, ancillary use	P	P	P	P	--
Video sales / rental store	P	P	P	P	--
Watch and clock repair shop	P, L15	P, L15	--	--	--
Wedding chapel or parlor	C	--	C	--	--
Yogurt shop	P	P	P	P	—

Table 3

ADDITIONAL USE REGULATIONS

L1 Only as temporary offices during the construction of a permanent building.

L2 Subject to the limitation that manufacture, fabricating or selling of any article or commodity other than that incidental to dental offices shall not be permitted.

L3 Provided that printing operations are not included.

L4 Provided that such research offices are for the conduct of scientific research, theoretical studies and investigations by or under the supervision of professional scientists and/or highly trained specialists in the fields of physical, economic or social research; and provided that such research shall not involve the manufacture, fabrication, processing or sale of products on the premises; and provided that such research shall not be obnoxious or offensive by reason of emission of dust, gas, smoke, noise, fumes, odors, vibrations and potential release of hazardous materials or other similar causes.

L5 Provided that the use is limited to administrative or executive offices only.

L6 Provided that wholesale commercial sales of equipment or supplies shall not be permitted; but incidental film processing may be included.

L7 Provided that wholesale commercial sales of equipment or supplies shall not be permitted.

L8 Private catering business in conjunction with such uses may be included as an ancillary function provided that the conditional use permit specifically includes the catering business.

L9 Only within an auditorium as a part of a hotel or educational facility.

L10 Only as an integral part of a mixed-use development containing at least 15-acres in accordance with the provisions of this Specific Plan.

L11 Refer to Section 7.0, Table 5 or 6 as applicable.

L12 (Reserved)

L13 In accordance with the provisions of Chapter 19.40 of the Zoning Code; except that the sale of beer, wine and other closed container alcoholic beverages shall not be permitted.

L14 (Reserved)

L15 Excluding the sale of any merchandise or product except necessary parts sold in connection with the repair of watches and clocks.

L16 (Reserved)

L17 (Reserved)

L18 Need not be conducted wholly within a completely enclosed building, provided that plants shall be the only items stored or displayed outside an enclosed building; and further provided that storage of fertilizers, plant food, mulches, potting soils, planters, flower pots, garden tools and similar items shall be screened from views from public rights-of-way and common private access ways.

Table 3

ADDITIONAL USE REGULATIONS

L19 Provided that schools involving the use or storage of goods, articles or substances which are combustibles, inflammable or explosive or likely to create a fire, radiation or explosive hazards and schools using equipment or processes permitted only in the C-3, M-L, M-2 and AIR Zones shall be prohibited; and further and provided that such use shall not be obnoxious or offensive by reason of emission of dust, gas, smoke, noise, fumes, odors, vibrations and potential release of hazardous materials or other similar causes.

L20 Provided that only the parking of vehicles is permitted outside of a building; however, incidental fueling, cleaning and/or repair may occur on the property subject to the granting of a conditional use permit or in conjunction with a service station or automobile service center established by a conditional use permit; and further provided that storage of all vehicles shall be screened by landscaping and a six-foot high masonry wall above which no vehicles shall be visible; and further provided that van and truck rentals are prohibited.

L21 In accordance with the provisions of Section 19.34.020(7) of the Zoning Code, and further provided that views of any on-site service bays and parking areas for service of vehicles are not visible from University Avenue or other adjacent streets.

L22 In accordance with the provisions of Section 19.30.020(63) of the Zoning Code.

L23 Provided that the use is restricted to the medical treatment and incidental care such as bathing, the trimming of common household pets on an outpatient basis only, except that temporary boarding in connection with medical treatment shall be permitted and except that short-term boarding shall be permitted.

L24 (Reserved)

L25 (Reserved)

L26 Provided the use involves retail sales only, and the products are sold only on the premises.

L27 Provided that such use does not include the sale of alcoholic beverages, including beer and wine.

L28 Provided that such laboratory shall not involve the use or storage of goods, articles or substances which are combustible, inflammable or explosive or likely to create a fire, radiation or explosive hazard; and further provided that such laboratory use shall not be obnoxious or offensive by reason of emission of dust, gas, smoke, noise, fumes, odors, vibrations, potential releases of hazardous materials or other similar causes.

L29 Closed container sale of alcoholic beverages, including beer and wine, shall be permitted only as an ancillary use incidental to the sale of consumer soft goods; and further provided that space allocated to the sale of such alcoholic beverages is limited to no more than 15% of the total floor area devoted to the sale of such goods within the establishment.

L30 Provided that the facility includes no less than 100 rooms; and that on-site amenities include a full-service coffee shop, a 24-hour staffed front-office and rooms accessible by interior corridors. Rate sign advertising shall not be permitted. Commercial Hotel shall not mean a motel or a facility designed for single-room occupancy purposes, care facilities, half-way houses, or similar special purpose residential lodging facilities.

Table 3

ADDITIONAL USE REGULATIONS

L31	(Reserved)
L32	(Reserved)
L33	Provided that establishments constructed after the approval date of this ordinance shall be part of a larger complex with shared parking in such a manner as to minimize curb cuts on University Avenue. Drive-thru lanes, operations and service shall not be permitted, except within Subdistrict 2, which is permitted to have drive-thru restaurants subject to the criteria found in Table 4, Development Standards by Subdistrict.
L35	Subject to the provisions of the Zoning Code.

7.0 DEVELOPMENT STANDARDS

7.1 Intent of the Development Standards

As stated in the preceding chapter, the policies, standards and design guidelines in this Specific Plan are formulated to implement an overall vision and development strategy for University Avenue as articulated through a number of means, not the least of which are the Strategic Development Plan for University Avenue and concerns raised through the public review process. This chapter outlines a further tier of objectives and policies pertaining to the plan's second major component - development standards.

The development standards contained in this section are regulatory in nature and govern all development within the Specific Plan Area. The standards should be used in combination with the Design Standards and Guidelines set forth in Section 8.0.

The densities proposed are consistent with the General Plan and, therefore, the roadway widths and types provided for in the Circulation Element will accomodate anticipated traffic demands. Major projects will, of course, be supplemented with specific traffic studies designed to address traffic impacts on a project specific basis. Where traffic would impact State Route 91 and Interstate 215, Cal-Trans will be invited to comment on any proposed projects. In addtion, the Planning Department's environmental review function will address traffic impacts through such "Traffic Management Association" (TMA), considerations as flex-time work scheduling, on-site rideshare coordination and the like. In addtion, the City's current fee schedule assesses fees for traffic impacts from project development.

7.2 Organization of the Development Standards into Three Tables

Table 4 lists development standards by Subdistrict. Table 5 lists Planned Mixed-Use Development Standards for Subdistrict 2, and Table 6 lists Mixed-Use Development Standards for Subdistrict 4. It is intended that a project within Subdistrict 2, comprising 15 acres of more may be renovated or reconstructed (including new construction or major modifications) under the Subdistrict 2 development standards listed in Table 4 or the Planned Mixed-Use Development standards listed in Table 5, at the election of the owner.

Table 4
DEVELOPMENT STANDARDS BY SUBDISTRICT

Section	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4
7.1 Building				
7.1.1 Intensity (Floor Area Ratio)	Maximum of .035 except for Consolidated Block Development (see 7.2.7 of this Table).	Maximum of 0.50 except for Planned Mixed Use Commercial/ Residential Development, a maximum of 2.0; See Table 5. For drive-thru restaurants in Subdistrict 2 see section 7.6.	Maximum of 0.35 except for Consolidated Block Development (see 7.2.7 of this Table).	Maximum of 0.50 except for Planned Mixed Use Commercial/ Residential Development, a maximum of 2.0; See Table 6.
7.1.2 Height[1]	Maximum of 35 feet.	Maximum of 35 ft. within 50 ft. of a residential zone; otherwise a maximum of 55 ft. except for Planned Mixed Use Commercial/ Residential Development (see Table 5).	Maximum of 75 ft.	Maximum of 35 ft. except for Planned Mixed Use Commercial/ Residential Development (see Table 6).
7.1.3 Blank Walls	No building wall facing a public street or adjacent residential uses shall extend more than 25 feet vertically or horizontally without a visual break created by a minimum 2-ft. recess articulation in the exterior wall or architectural detailing.			
7.1.4 Ground Floor Front Facade Treatment	At least 75% of the area of the ground floor building wall fronting University Avenue shall be devoted to pedestrian entrances, display windows and other techniques in order to provide visual interest and establish a pedestrian environment along University Avenue.			
7.1.5 Compatibility with Surrounding Development	The rear and side walls of buildings which are visible from adjacent lots or streets shall be treated the same as the front wall. The walls of any parking structure or that portion of any structure used for parking shall be designed to substantially screen vehicles in the structure from a view of a person on a public street. The walls of the parking structure shall be similar in color, material and architectural detail with the building it serves.			
7.2 Site Design				
7.2.1 Building Location	Buildings shall be located as close as possible to the front setback line of University Avenue and parking shall be located to the rear or side of the parcels. For drive-thru restaurants in Subdistrict 2 see section 7.6.			

[1] Roof structures specified in Section 19.68.030 of the Zoning Code shall be permitted in addition to heights specified for each Subdistrict.

Table 4
DEVELOPMENT STANDARDS BY SUBDISTRICT

Section		Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4
7.2.2	Required Front Yard/Setback	For the purposes of these standards, the front yard is the yard adjacent to University Avenue. The minimum setback along University Avenue shall be 20 ft. from the property line. Within this setback area, the following is permitted: • Pedestrian access walkways and plazas • Vehicular access driveways, but not parking • Lights to illuminate pedestrian access ways and vehicular access driveways and landscaped areas or buildings • Signs in accordance with the provisions of this Section • Open trellis structures or arcades over sidewalk areas are permitted, subject to Design Review approval • Landscaped areas • Pedestrian amenities such as decorative trash receptacles, benches, water elements, bicycle parking areas, public art and sculpture, bus/shuttle stops subject to Design Review approval. • Outdoor dining areas and fences defining these dining areas subject to a Conditional Use Permit and Design Review approval. Within this setback area the following landscaping shall be required: • From Park to Iowa Avenue plant a minimum of 24-inch box canopy trees spaced approximately 60 ft. on center in a 10 to 12-ft. wide planting strip adjacent to the public sidewalk, coordinating with the Streetscape Concept Plans for University Avenue or subsequently refined plans. (See Figure 29 of the Design Guidelines.) Concrete paving with a broom finish shall connect University Avenue and buildings on the property and a minimum of 50% of the area shall be in ground cover. • From Iowa to I-215, plant a minimum of 24-inch box canopy trees spaced in a staggered pattern with proposed shade trees planned for the public rights-of-way as a part of the Streetscape Concept Plans for University Avenue or subsequently refined plans. Decorative brick-like and concrete paving as per Design Review Guidelines for University Avenue. Within this setback area, the following appurtenances shall not be permitted: • Newsracks. • Vending machines. • Public telephones.			
7.2.3	Required Street Side Yard	Minimum of 10 ft.	Minimum of 10 ft.	Minimum of 10 ft.	Minimum of 10 ft.
7.2.4	Required Side Yard Adjacent to Residentially Zoned Property and All Rear Yards	Minimum 20 feet side and rear yards, of which no more than 15 feet may include parking.			

Table 4
DEVELOPMENT STANDARDS BY SUBDISTRICT

Section		Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4
7.2.5	Lot Area[2]	Minimum of 20,000 s.f.	Minimum of 80,000 s.f. For drive-thru restaurants in Subdistrict 2 see section 7.6.	Minimum of 20,000 s.f.	Minimum of 80,000 s.f.
7.2.6	Lot Width[3]	Minimum 100 ft.	Minimum 100 ft.	Minimum 100 ft.	Minimum 100 ft.
7.2.7	Lot Consolidation[3]	See Footnote Below	N/A	See Footnote Below	N/A
7.2.8	Off-Street Parking Required Spaces	In accordance with Chapter 19.74 of the Zoning Code, unless otherwise specified for a particular use or mixed use in a subdistrict.			
7.2.9	Curb Cuts	The number of curb cuts on property fronting on University Avenue shall not be increased; curb cuts shall be eliminated where possible. Access to parking and service areas shall be provided from an alley or adjacent side street where such exists adjacent to the property, if feasible. Initiation and/or continuation of reciprocal access and parking easements may be required so that existing or future properties or developments may be interconnected, thereby reducing the need for additional curb cuts. Arrangements for future driveway removal may also be required.			
7.2.10	Walls and Fences Adjacent to a Residential Zone	Six-ft. high masonry walls shall be erected and maintained along property lines adjoining any lot in any residential zone.			
7.2.11	Screening				
	Required Walls for On-Site Parking	Walls located along a lot which abuts a public street other than University Avenue shall be set back a minimum of 5 ft. from the property line adjacent to that street. The area between the sidewalk and wall shall be landscaped in accordance with the Design Guidelines. When a greater wall setback is required elsewhere in the Design Guidelines, the greater setback shall be required.			
	Trash	A trash enclosure, six feet in height, constructed of similar material of the building, shall be provided on site. The trash enclosure shall be enclosed on all sides, and shall be six feet in height with a solid gate providing access to the trash area. Trash enclosed within the enclosure shall not exceed the height of the enclosure. No trash shall be stored in any section of the site except within an enclosed structure.			

[2] Applicable to all lots created after the date of adoption of this Specific Plan.

[3] To eliminate curb cuts and provide opportunities for image, pedestrian, and vehicular improvements, lot consolidation is encouraged. If the project is a Consolidated Block Development as defined in Section 6.0 of this Specific Plan, subject to the granting of a Conditional Use Permit:

- The total parking requirement for a combination of restaurants, retail and offices on a Consolidated Block Development site may be reduced up to 25% from the requirements otherwise specified in this Chapter, subject to the findings of a shared use parking analysis provided by the applicant.
- The Floor Area Ratio (FAR) may be increased to 1.0, provided other development standards of the Specific Plan are satisfied.

Table 4
DEVELOPMENT STANDARDS BY SUBDISTRICT

Section	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4
	Roof Appurtenances	All heating, ventilation, air conditioning equipment and ducts and other equipment or appurtenances located on roofs shall be screened from the view of people at ground level or adjacent buildings. Screens must be at least as high as the equipment.		
	Loading Areas	All loading areas shall be screened from view from adjacent lots and public streets by a solid fence or wall not less than 6 feet in height.		
7.2.12	Pedestrian Linkages	A clearly defined pedestrian walkway shall be provided to connect building entrances to parking spaces and to adjacent sidewalks.		
7.2.13	Light and Glare	All exterior lighting shall be of an indirect nature, shielded to minimize illumination of adjacent properties and to reduce glare. Freestanding light poles shall not exceed a maximum height of fourteen feet.		
7.2.14	Utilities	All utility connections from the main line in the public right-of-way to buildings shall be located underground.		
7.3	**Landscaping of Public Rights-of-Way**	If an assessment district for implementation of the Streetscape Concept Plan has not been approved at the time of improvement of a property, trees shall be planted in the public right-of-way or a street tree planting easement in accordance with the specifications established by the University Avenue Design Standards and Guidelines.		
7.4	**Signs**	Chapter 19.76 of the Zoning Code shall apply. New billboards are prohibited.		
7.5	**Subdivision**	No property shall be subdivided into smaller parcels within the University Avenue Specific Plan Area, except that subdivision may be permitted within an integrated project, such as a shopping center, condominium or planned mixed use commercial/residential development in accordance with the provisions of this Specific Plan.		

Table 4
DEVELOPMENT STANDARDS BY SUBDISTRICT

Section		Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4
7.6	**Drive-thru Restaurant Design & Development Criteria**	*General Standards* 1) Drive-thru restaurants are only permitted in Subdistrict 2. 2) The proposed site, either currently or proposed, shall be part of a commercial complex of eight acres or greater in size with shared access via a driveway serving the restaurant as well as the greater commercial complex. If the proposed site is on a separate parcel, the parcel should be no less than 30,000 square feet. 3) A minimum building size of 3,000 square feet of usable interior space. 4) Associated indoor or outdoor playgrounds shall be prohibited. 5) Additional driveway openings to a parcel shall be discouraged and existing driveways are to be closed where feasible. 6) Buildings shall be designed with substantial mass (height and bulk) to create a strong building profile on the property as seen from the street frontage. *Drive-thru Lane and Window Standards* 7) Drive-thru windows are prohibited on the front building elevation directly facing a street frontage. 8) Drive thru lanes shall be designed in such a way as to be screened from view from the street through elevation differences, landscaping, arbors, trellises, canopies, walls and other architectural features used to reduce the visual presence of drive-thru operations. *Outdoor Dining Standards* 9) If an outdoor dining area is proposed, it shall be located fronting on the street frontage to promote pedestrian traffic. 10) All outdoor dining areas shall be designed in compliance with the City's "Outdoor Dining and Outdoor Food Preparation Requirements and Design Guidelines." 11) Outdoor dining areas may encroach to within five feet of the street frontage property line to encourage pedestrian usage.			

Table 4
DEVELOPMENT STANDARDS BY SUBDISTRICT

Section	Subdistrict 1	Subdistrict 2	Subdistrict 3	Subdistrict 4
	Additional Design Standards for Drive-thrus with frontage on University Avenue 12) The building shall be located in close proximity to the street frontage with parking and drive-thru lanes located to the rear and sides of the building elevations to the extent possible. 13) The restaurant should incorporate significant outdoor dining facilities, which shall be prominently visible from and integral to University Avenue. 14) No parking shall be located between University Avenue and the applicable primary building on the parcel. 15) Clear and dominant pedestrian access should be provided from University Avenue to the restaurant use.			

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8.0 DESIGN STANDARDS AND GUIDELINES

8.1 Intent of the Design Standards and Guidelines

The following design standards and guidelines are intended to be used within the University Avenue Specific Plan Area by City Staff and the Design Review Board in evaluating development proposals and by developers and property owners in the preparation of their submittals for approvals by the Board. These guidelines are in addition to the existing City of Riverside Design Review Guidelines.

The purpose of the Design Standards and Design Guidelines is to encourage development and redevelopment along University Avenue in a manner which is aesthetically pleasing, harmonious with its neighbors, attentive to detail and related to human scale. These guidelines are meant to encourage individual expression in the development of land and buildings along the corridor while maintaining continuity in the design of the urban environment. At the same time, the intent of these guidelines is to protect and enhance those qualities and characteristics of the University Avenue corridor which seem mutually advantageous to the City in general and to the property owners in particular. The guidelines establish a high standard for design quality, but are flexible enough to allow individual expression and imaginative solutions. The applicant is encouraged to consult other chapters of this document including Chapter 5.0 Circulation/Streetscape Standards and Guidelines for Public Property; Chapter 6.0, Land Use Regulations; and Chapter 7.0, Specific Plan Development Standards, as well as other City codes and regulations in addition to these guidelines.

8.2 Organization of the Design Standards and Guidelines

The text that follows starts with design standards and guidelines that are applicable to the entire Specific Plan Area. These are the standards that are intended to unify the Avenue or which are typical responses to common design concerns. The discussion does not stop there, however, because University Avenue will also be distinguished by distinctive districts. Therefore, following the more generic standards and guidelines are those that are intended to bring uniqueness to each of the subdistricts.

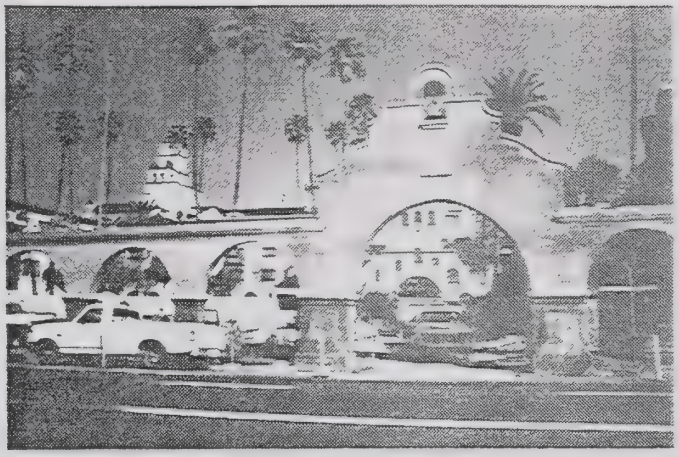
8.3 Design Standards and Guidelines Applicable to All Subdistricts

8.3.1 Architectural Character/Building Design

Building Architecture

Buildings along University Avenue are expected to adhere to a higher standard of design than currently exists. Building facades should have an elegant, timeless and permanent quality relating to the heritage and climate of Riverside. Buildings should not be copies of historic buildings but should draw from their positive features (Figure 21). Features of this type of character include:

- A consistent material and color palette
- Articulated building planes and height to create a pleasing variety and pedestrian scale
- Arcades, awnings, trellises and canopies for shade
- Design emphasis on entrances to shops and paseos
- Fountains, courtyards and landscaped features and elements of Riverside's citrus heritage in high activity areas
- A uniform signage program



New Structures Should Relate to Historic Riverside.

A Trellis or Pergola is an Appropriate Amenity.

Citrus Trees, Other Fruit Trees and Palms in a Development Reinforces the History of Riverside.

Riverside Community Center at Bobby Bonds Park Located on University Avenue.

Rows of Palms Along University Avenue Should Be Preserved, Where Possible.

Figure 21
Buildings and Landscaping Which Relate to the Positive Features of Historic Riverside

Each new building shall incorporate at least two (2) early Riverside elements visible from University Avenue:

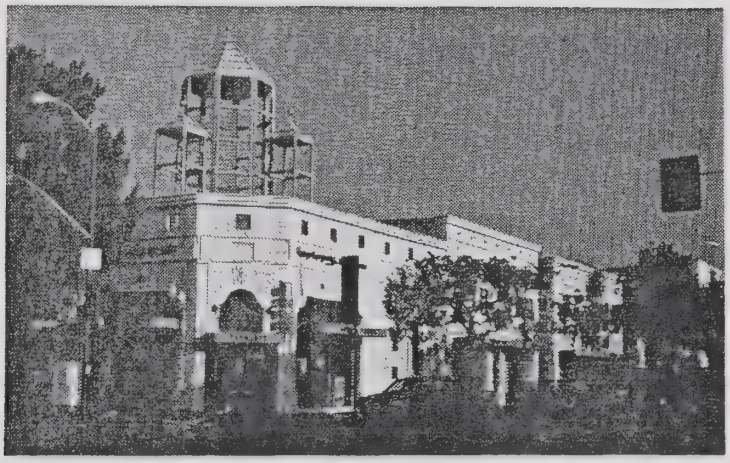
- Terra cotta tile roof
- A courtyard with a tile fountain
- Pergolas or an arcade along the street
- Roofed balconies
- Cast terra cotta trim or decorative tiles on more than 50% of the ground floor area

Materials and Colors

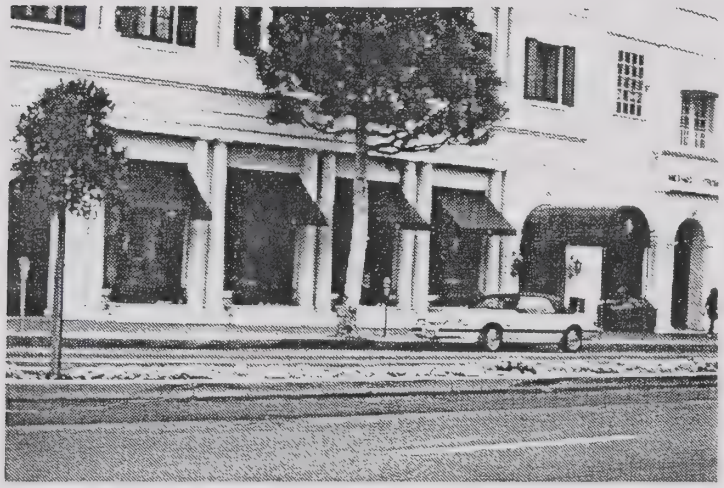
Relationship to Riverside's Heritage. Some materials that relate to Riverside's heritage include thick stucco walls and bricks, wood and concrete trellises and pergolas, terra cotta tile roofs, decorative ceramic tiles, and steel filigree.

Quality Materials. Quality materials are desired such as smooth sand finish stucco rather than swirling applications, brick and stone pavers rather than stamped concrete, wood window frames rather than mill finish aluminum. The following are examples of building materials which are preferred along the University Avenue Corridor (Figure 22):

- Smooth finish stucco; for example, exterior stucco of 30-silica sand with Portland cement and lime, and applied with a smooth trowel finish and painted with elastomeric paint, is preferred. Screed expansion joints are favored, which are integrated with the design of windows and doors.
- Brick and/or brick veneer with a natural color grout.
- Precast concrete panels for structures taller than two stories.
- Cut stone, tile or other smooth, durable material on the ground level (the base) for visual interest and for ease of graffiti removal.



Smooth Stucco



Canvas Awnings

Ground Level Tile or Other Surface for Visual Interest and Ease of Graffiti Removal.

Simple Storefronts, Clear Glass

Figure 22
Quality Materials

- Wood, steel or aluminum and clear glass on storefronts, windows, or doors.
- Canvas awnings, not vinyl or aluminum.

Examples of Inappropriate Materials. The following materials should not be used because of design inappropriateness, difficulty in maintenance, and/or undesirable appearance.

- Imitation special "rock work" or imitation brick on facades.
- Imitation wood siding.
- Stucco treated with an exaggerated texture.
- Tinted opaque glass
- Concisely finished "rough-sawn" wood siding or rustic materials.
- Wrought iron "New Orleans style" grill and rail work.
- Astroturf.

Harmonious Colors. Light or medium neutral colors on buildings are preferred over dark colors that tend to absorb heat and make an area appear more bulky. Garish, "day-glow" colors are to be avoided. Strong accent colors may be used for accents such as awnings, door trim, window mullions, window trim, or pedestrian amenities, provided such colors are clearly secondary to a more neutral base color. Colors such as dark green, blue, or rust are preferred for accent colors.

Massing/Building Bulk

Structures along University Avenue should be designed to create visual interest, a pedestrian scale street facade, and a harmonious relationship between buildings.

Articulation of the Form of the Building. Structures shall be articulated in form rather than massive blocks (Figure 23). Building bulk, particularly of buildings over two stories, shall be mitigated by architectural devices such as stepped terraces, changes in plane, and articulated roof lines.

The Form Articulated by Devices such as Stepped Terraces.

Visual Interest at the Street Level by Awnings, Storefronts and Extension of Building to Mask Parking.

Building Shaped at Corners to Respond to Pedestrian Crossings and Spaces.

Changes in Planes and Shapes

A Variety of Roof Forms

Figure 23
Architectural Building Mass

Pedestrian Interest. The form of the building and its architectural details shall be designed to create visual interest at the street level (Figure 23). Techniques may include the following:

- Staggering the face of the building.
- Recessing doors and windows.
- Providing attractive and varied display windows.
- Visually extending interior spaces outside through the use of the same paving material; for example quarry tile or similar paving material could be used inside as well as on the sidewalk in front of the entrance.
- Providing awnings or other devices for weather protection which relate to the overall scale of architectural details.

Street Corner Articulation and University Avenue Frontage Orientation.

- Building volumes at corners shall be shaped and articulated to respond to pedestrian crossings (Figure 23).
- Primary entrances to buildings should be oriented to University Avenue or directly accessible from University Avenue. The main entrance should be easily identified and should not be oriented directly toward a rear parking lot.

Design Treatment on All Facades. Where the rear and sides of a building are visible from adjacent streets or an adjoining residential area, they should receive equivalent design treatment as the front facades (Figure 23).

Roofs

Roof forms shall be compatible with the historic heritage of Riverside. Full shed roofs, gable and hip roofs are preferred. Flat roofs which are finished with a decorative cornice are also acceptable. Mansard roofs are not acceptable, as they are inconsistent with this character (Figure 23).

Variation of these roof forms are encouraged in large structures to create a village-like atmosphere.

Windows and Doors

Special Design Elements. Entry doors and windows fronting upon and/or visible from University Avenue shall be considered as special design elements and shall be treated accordingly by such treatments as recessing or special trim.

Windows and Doors Recessed. Windows are expected to be recessed to the maximum within a 2 x 6 foot stud wall to provide depth and definition. Entrance doors shall be recessed 2 feet or more (Figure 24).

Consistent Sizes and Shapes. Windows shall be designed with as much consistency as possible. Too many different sizes and shapes of windows are discouraged.

Square-Cut Profile. Frames, trim, moldings and stops should have a square-cut profile.

Building Security Systems. Use interior electric security system, vandal-proof glazing, or if metal grills or shutters are necessary, the grills and shutters should totally recess into overhead cylinders or pockets that completely conceal the grill or shutter in the daytime.

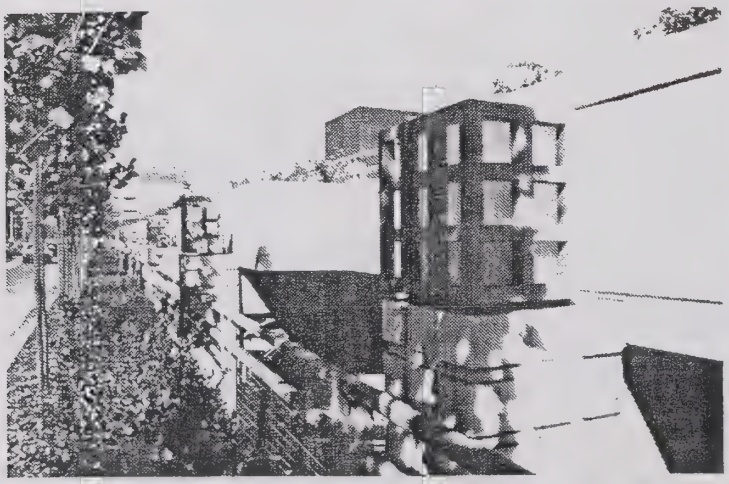
Parking Structures

Screening of Undesirable Elements. Structured parking shall be designed so that sloping floors are not visible from adjacent streets and to minimize views of light sources and cars from nearby streets and sidewalks.

Compatibility with the Principal Structure. Parking structures shall be built using the same materials as the principal structure. Parking structures shall be designed with small vertically oriented openings to give the appearance of a building with windows. Ground floor retail or office uses shall be incorporated into parking structures with frontage on a major arterial.

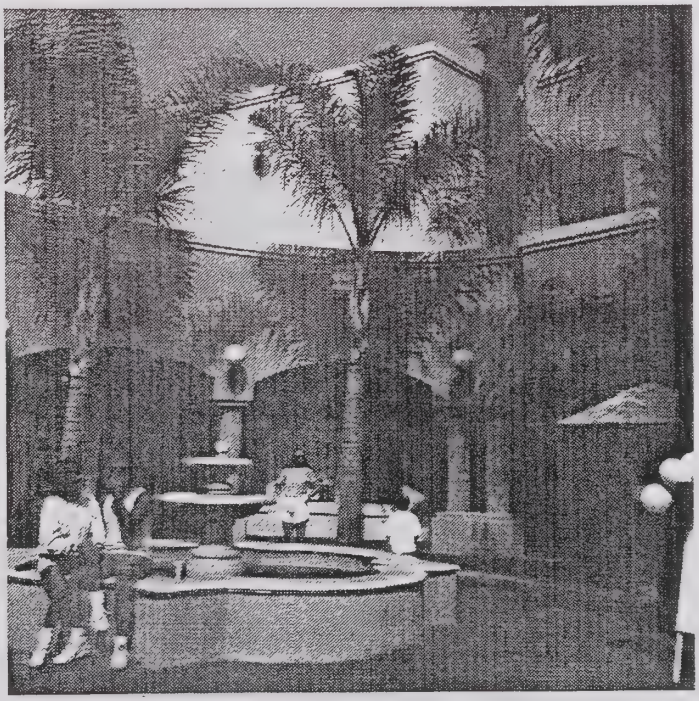
Recess Windows and Doors

Consider Entrances and Doors as Special Design Elements.



Design Parking Structures Compatible With Adjacent Residential.

Punched Windows With Window Boxes Appropriate for Second Floor.



Use Arcades, Courtyards, Fountains to Create Pedestrian Interest.

Figure 24
Windows, Doors, Parking Structures

Compatibility With Adjacent Residential. Parking facing adjacent residential neighborhoods shall be screened from such neighborhoods as required in the zoning code. Structures and screening devices shall be designed to be compatible with these neighborhoods by the use of decorative block, special color treatment, landscaping and the terracing of parking structure floors to reduce height and mass (Figure 24).

Rehabilitation

There are a number of older buildings along University Avenue which are in need of beautification and refurbishment. The development standards and design standards herein are primarily written to apply to new construction and major modifications (structural modifications or addition in square footage) to existing structures. Minor beautification and rehabilitation of existing structures are permitted at the discretion of the Design Review Board to improve the overall visual environment, even though all standards and guidelines may not be able to be met.

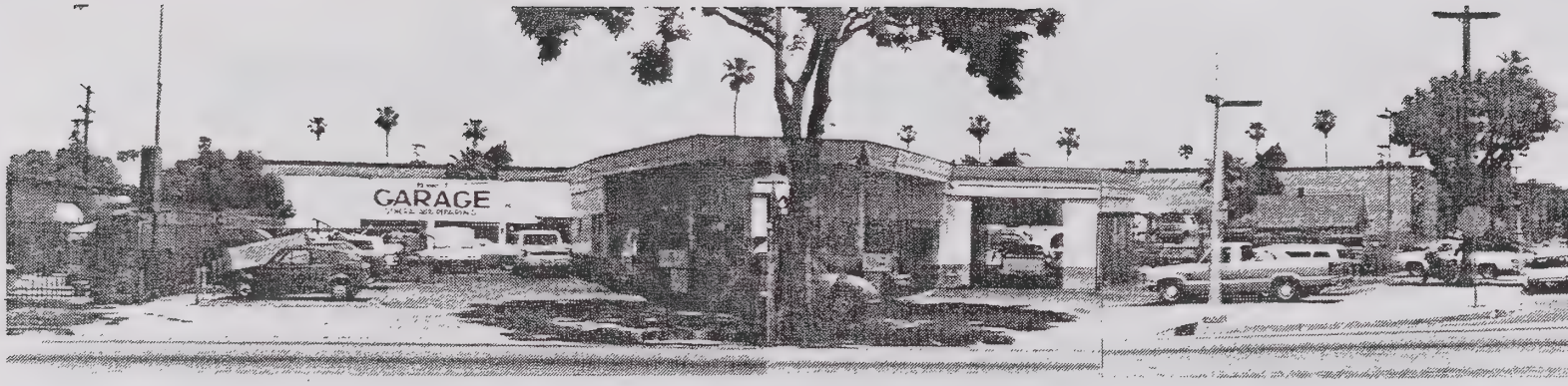
Minor facade improvements to existing structures. The appearance of most of the existing structures may be upgraded with simple improvements such as the removal of nonconforming signage in windows, creating a "base" on a blank facade with paint or ceramic tile, adding colorful non-backlighted awnings, window trim, replacing inappropriate building materials, and/or replacing landscaping and signs to meet current requirements (Figure 25). An architect should be hired to prepare the design, consistent with the overall intent of these guidelines.

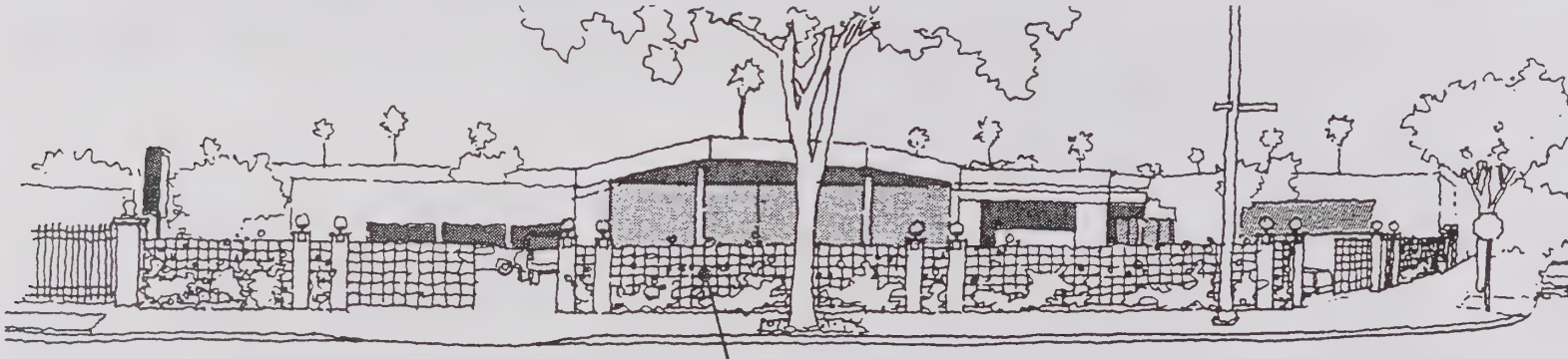
Seismic upgrading a part of the overall design. Any seismic structural strengthening should be conducted in the interior, if possible, or made a part of the design concept/building facade.

Sandblasting unacceptable. Avoid sandblasting of brick and wood surfaces to remove paint, as this alters the texture and can compromise the integrity of the material.

8.3.2 Site Design and Planning

Site planning for new and rehabilitated developments along University Avenue and within the Specific Plan area must carefully integrate the wide range of standards articulated





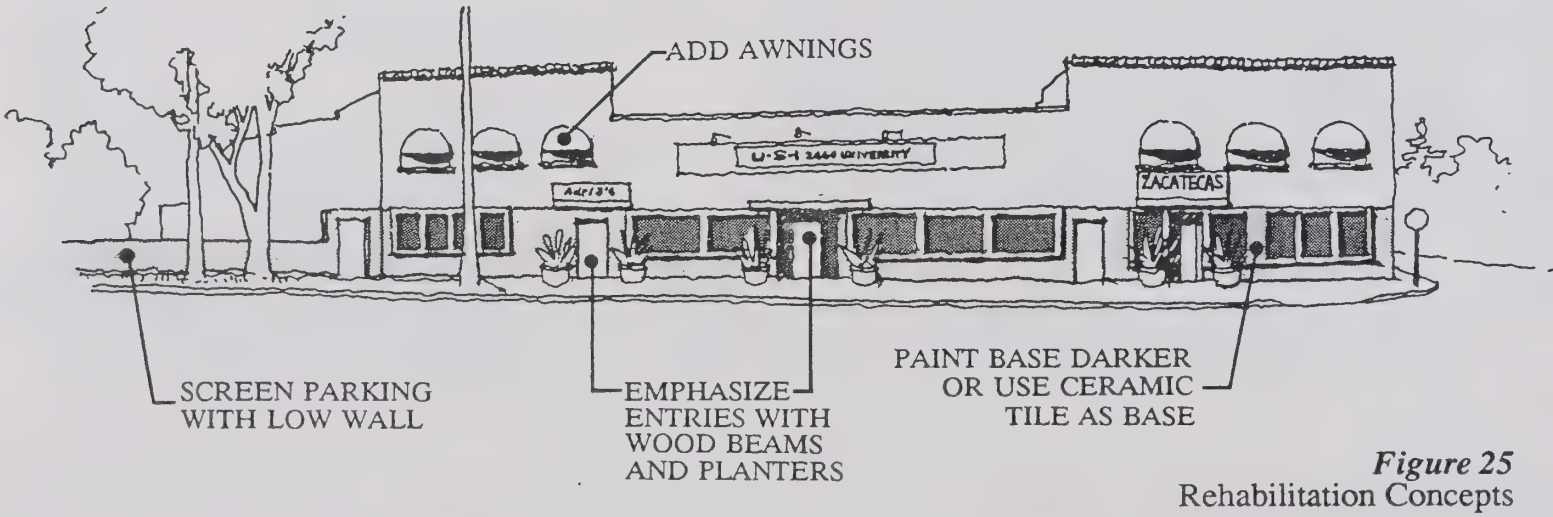


Figure 25
Rehabilitation Concepts

through the plan. Moreover, the development standards reflected in Chapter 7.0 of the Specific Plan necessitate a careful attention to detail in order to bring about a demonstrable change in the character of the Avenue.

Preservation of Existing Site Features

Existing site conditions, such as mature trees, natural drainage courses and historic structures shall be incorporated into a project on any site.

Building and Parking Orientation

Buildings shall be placed with a street orientation to emphasize the pedestrian environment, avoid a "sea of parking" visible to the street and to create a sense of edge along the street. Except for Subdistrict 2, buildings shall be located closest to University Avenue, with parking in the rear, or if necessary, on the side. Due to the amount of on-street parking required, it may not be possible to create a continuous building edge along the entire length of University Avenue but all sites should be designed to maximize the sense of edge along the street using such design techniques such as:

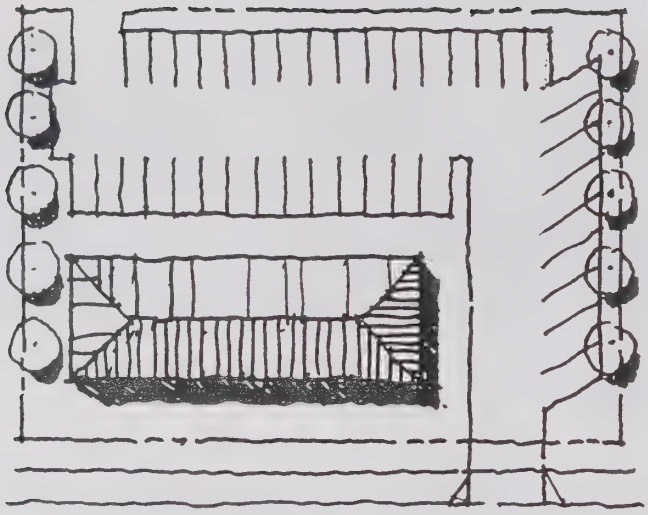
- Orienting the longer dimension of the building along University Avenue rather than the shorter dimension (Figure 26).

- Extending decorative low walls from the building in combination with landscaping to screen or soften parking areas and create an edge.

- Placing an arcade or trellis structure over a walkway in the parking lot setback area.

Access and Circulation

Access and circulation should be designed to provide a safe and efficient system, on and off the site, by reducing curb cuts, providing adequate maneuvering area and using shared driveways. For safety and to improve the pedestrian environmental curb cuts along University Avenue shall be reduced.



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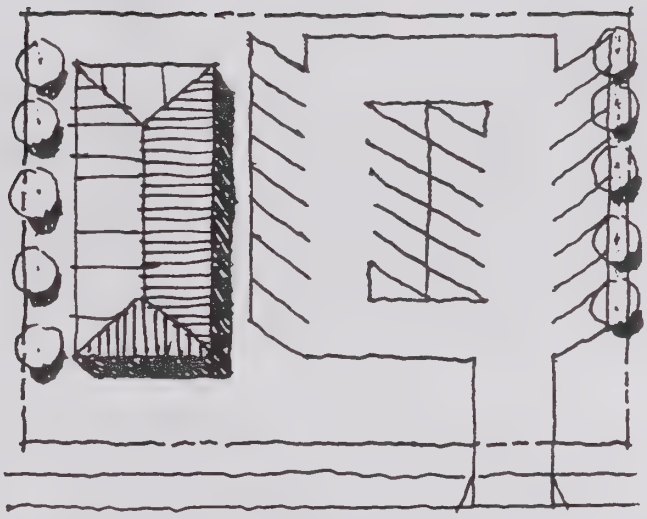
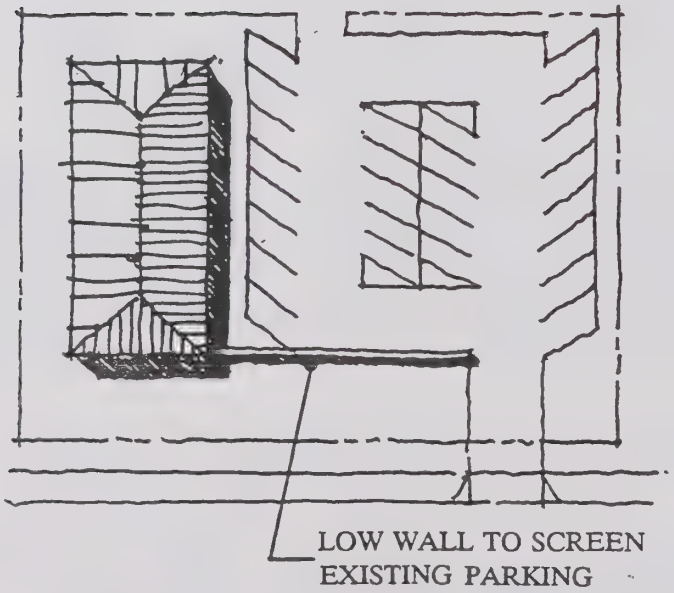
(PLACE LONG DIMENSION ALONG UNIVERSITY AVENUE)



NOT THIS FOR NEW STRUCTURES
(AVOID PLACING SHORT DIMENSION ON UNIVERSITY AVENUE)



THIS FOR REHABILITATION

THIS FOR REHABILITATION

Figure 26
Building and Parking Orientation and Screening

The elimination and/or consolidation of existing driveways shall be encouraged in all site planning. In particular:

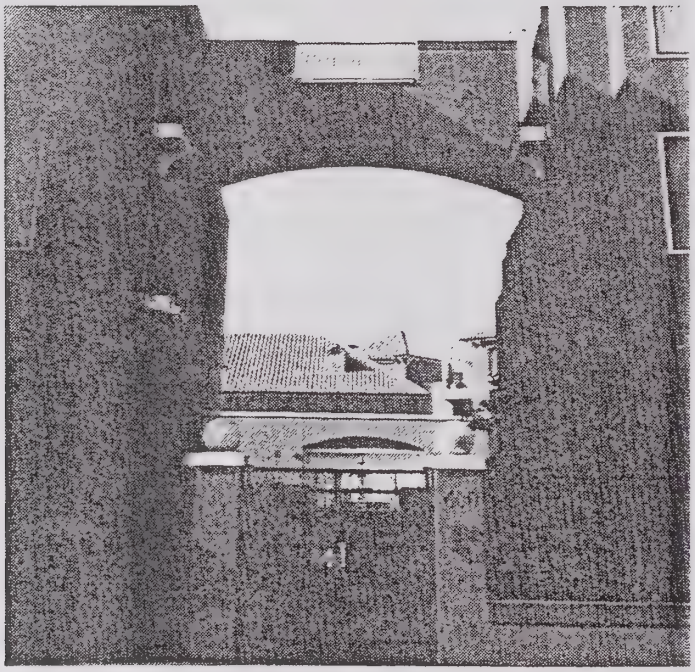
- New development should locate driveways from secondary streets or alleys.
- Adjacent developments should use shared parking and driveways wherever possible.
- Acceleration and deceleration lanes shall be limited from University Avenue, as these disrupt the streetscape.
- New access points from University Avenue should only be permitted if these locations facilitate vehicular and pedestrian circulation such as a location to align with a future median break and if other access points from University Avenue are closed.

Parking

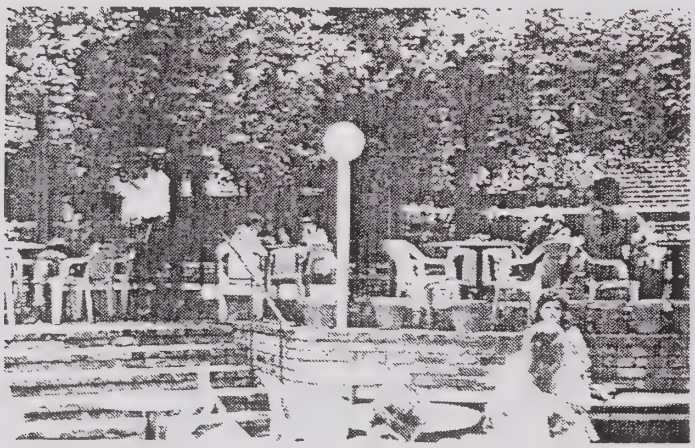
The location of on-site parking is critical to implementation of the University Avenue Specific Plan vision. Parking is to be primarily located in the rear or side of a site or in subterranean parking structures, in order that buildings may front on University Avenue. As security is a concern, parking shall be designed and illuminated in such a manner as to allow view corridors into the parking lots from the adjacent public streets and alleys. Parking structures shall not front directly on University Avenue, and parking structures facing major streets such as Iowa or Chicago Avenues shall provide 50 percent of the ground floor frontage in pedestrian-serving uses.

Open Space and Landscaped Areas

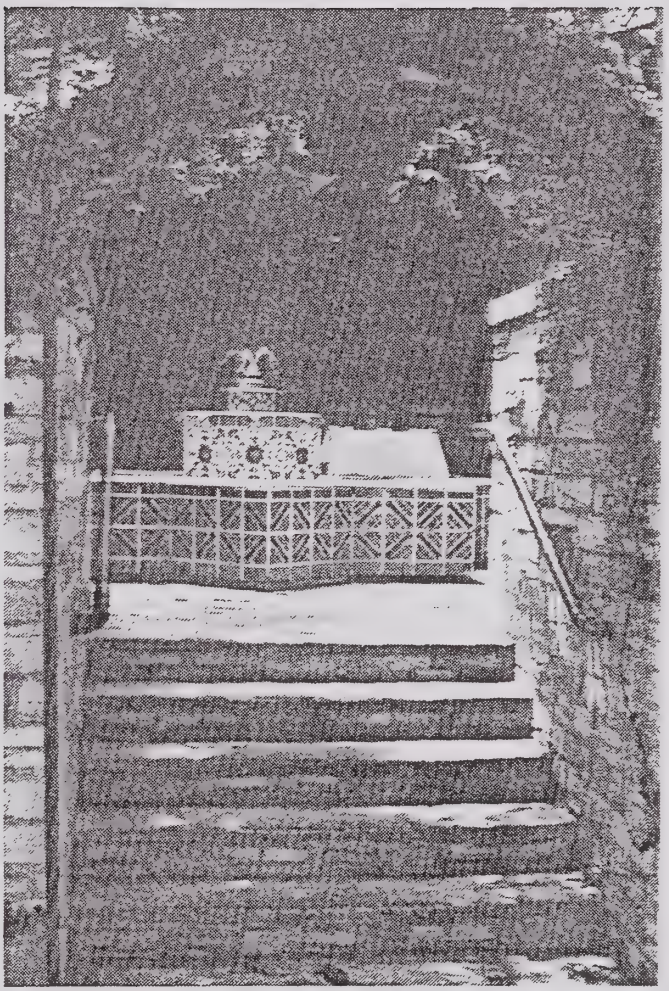
Landscaping and open spaces should be designed to be an integral part of the site plan and to be compatible with the University Avenue streetscape concepts. Landscaping should provide buffers and transitions, improve the visual environment, provide serenity, shading, and improve the pedestrian environment. Arbors, trellises, courtyards and decorative paving of building entrances, driveways and pedestrian ways shall be incorporated into the site design (Figure 27). See Section 8.3.4 for more detail regarding on-site landscaping and Section 8.3.5 for on-site landscaping compatible with the streetscape concept for University Avenue.



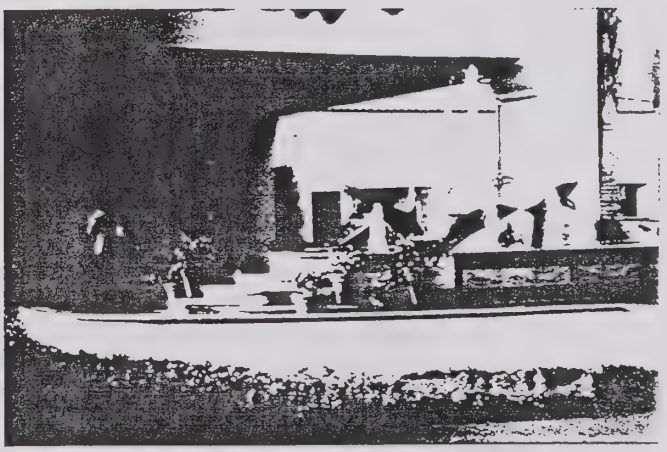
Fences and Gateways Consistent With Architectural Character.



Pedestrian Character Enhanced by Outdoor Dining, Planters, Trellis, and Landscaping.



Tile Fountains and Courtyards Relate to Historic Riverside.



A Pedestrian Environment and Entrance Emphasized by Small Scale Fountains.

Figure 27
Landscaping and Open Space

Fences/Walls

The use of fencing or walls should be consistent with the architectural character, and not interfere with pedestrian connections. Walls and fences are discouraged unless needed for screening, to help create a sense of street edge or for safety purposes. If fences are necessary for security, a simple wrought iron fence is preferred. Chain link, or barbed wire, is not permitted except during construction.

The design of walls and fences shall be compatible with that of the principal structure or structures on the site.

No wall or fence visible from a street shall extend more than 25 feet horizontally without a visual break created by an articulation and/or architectural detailing in the wall plane facing the street, for example:

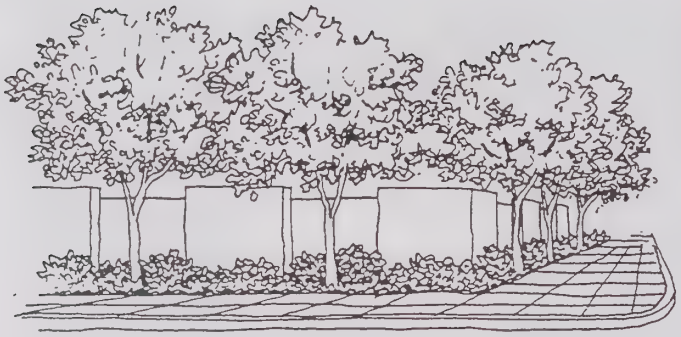
- A staggering of the wall
- An indentation in the wall
- A rhythmic spacing of columns
- A series of raised planters.

Lighting

Lighting on site should provide for a safe and pleasing environment. Enough lighting should be provided to light rear parking lots safely, but light should be shielded from adjacent residential uses.

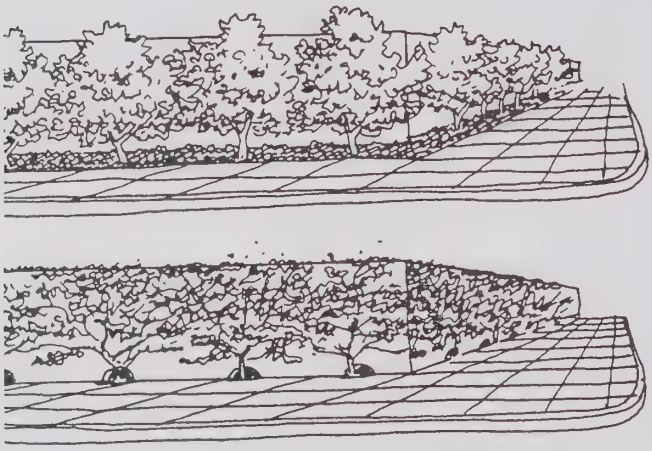
8.3.3 Signs

Signs along University Avenue today are relatively unattractive and cluttered and do not reflect the City's current sign ordinance. Strengthened and consistent code compliance is essential for improvement of properties along University Avenue. All properties should comply with Chapter 19.76 of the Municipal Code, the Design Review Guidelines of the City of Riverside and the following guidelines:



Visual Breaks in Solid Fences Add Interest to the Street.

Well Designed Signs Add Visual Variety to the Scale of the Street.



Shrubs and Vines Covering Walls Deter Graffiti.

Signs Which are Smaller and Emphasize the Name of the Business Improve Pedestrian Environment.

The Design of Walls Should be Compatible With the Building Architecture. If Fences Must be Used Wrought Iron is Preferable.

Wall Signs Should Respect the Rhythm and Modulation of a Building's Architecture.

Figure 28
Fences / Walls / Signs

Relationship to Architecture

- Signs, if well designed, can add interest and visual variety for the pedestrian and contribute to the positive character and scale of the street. Signs along University Avenue, in general, should be smaller and emphasize the business name over products and services.

- Projecting signs, wall signs, and architectural canopy signs are permitted, as long as these signs respect the rhythm and modulation of a building's architectural elements such as bays, frames, display windows, and cornices.

- Projecting signs shall be limited to frontages on pedestrian courtyards and passageways, in lieu of the sign code's provisions for an under canopy sign, where no canopy exists from which to hang an under canopy sign. The maximum size and projection shall be in accordance with Section 19.76 of the municipal code.

- The location and design of all signs shall be integrated into landscape and building designs for the entire site.

8.3.4 On-Site Landscaping

Landscaping in General

Graffiti Deterrent. To minimize places for graffiti, shrubs and vines shall be planted to cover solid walls (excluding building walls) or fences facing public rights-of-way or other areas accessible to the public. For example, landscaping may be located:

- In front of a wall in an irrigated planting bed or series of wells.

- Behind a wall, with openings at the base of the wall through which vines can grow to cover the front of the wall.

Where a planting bed or vine pockets are not possible, walls may be treated an "anti-graffiti" coating. Alternatively, iron open fencing with planting may be used where a solid wall is not required by Code.

Water Conservation. All landscaped areas shall be in accordance with the City's water conservation ordinance.

Plant Materials. Drought-tolerant plant materials shall constitute the preponderance of the landscape materials. Shrubs shall be minimum 5 gallon except that accent shrubs such as Agapanthus or Day Lilies may be 1 gallon. Trees shall be minimum 15 gallon size, with box size trees placed in more visible areas.

Irrigation and Maintenance. An automatic irrigation system shall be installed and operational prior to issuance of a Certificate of Occupancy for a project. All landscaped areas shall be irrigated using an automatic irrigation system which relies on bubblers and drip irrigation to the extent feasible to minimize water loss and shall be maintained throughout the life the project.

Landscaping of On-Site Parking

Perimeter. Landscaping shall be provided along the perimeter of any surface parking lot which abuts public rights-of-way except at pedestrian or vehicular entrances and at alleys. Parking lot landscaped setbacks shall be in accordance with the provisions of Title 19, except that the Design Review Board may allow a reduction of the required setback to 5 feet for parking lots located at the rear of a site on a non-arterial frontage when, in the judgement of the Board, a larger setback would unnecessarily constrain the development of the site.

Landscaping Within a Surface Parking Lot. Shade trees in 15-gallon cans or greater (minimum 1-inch caliber) shall be planted in tree wells (typically 6' x 9' in size) situated between opposing parking spaces. In addition the end of each parking row shall have a minimum four-foot wide planter with one tree for each adjacent parking space. These trees shall be distributed throughout the parking lot so as to shade at least 50% of the parking lot within 10 years of planting. All parking lot planters shall be protected by minimum 6" concrete curbing as required by Title 19.

In order to visually buffer parking lots from adjacent residential uses, an "aerial hedge", consisting of minimum 24-inch box trees, 20 feet on center, should be provided where a parking lot is contiguous with a residentially zoned lot or separated from a residentially zoned lot by a public alley.

Gateways

Enhance Major Intersections. Gateway treatments should be encouraged at major street intersections (Iowa, Chicago, Kansas Avenues and Interstate 215). These gateways should consist of:

- Special landscaping at all four corners
- Massing of adjacent buildings oriented toward the corners
- Placement of landscaping to provide sufficient sight-lines for traffic safety and pedestrian convenience

8.3.5 Improvements to Compliment the Streetscape

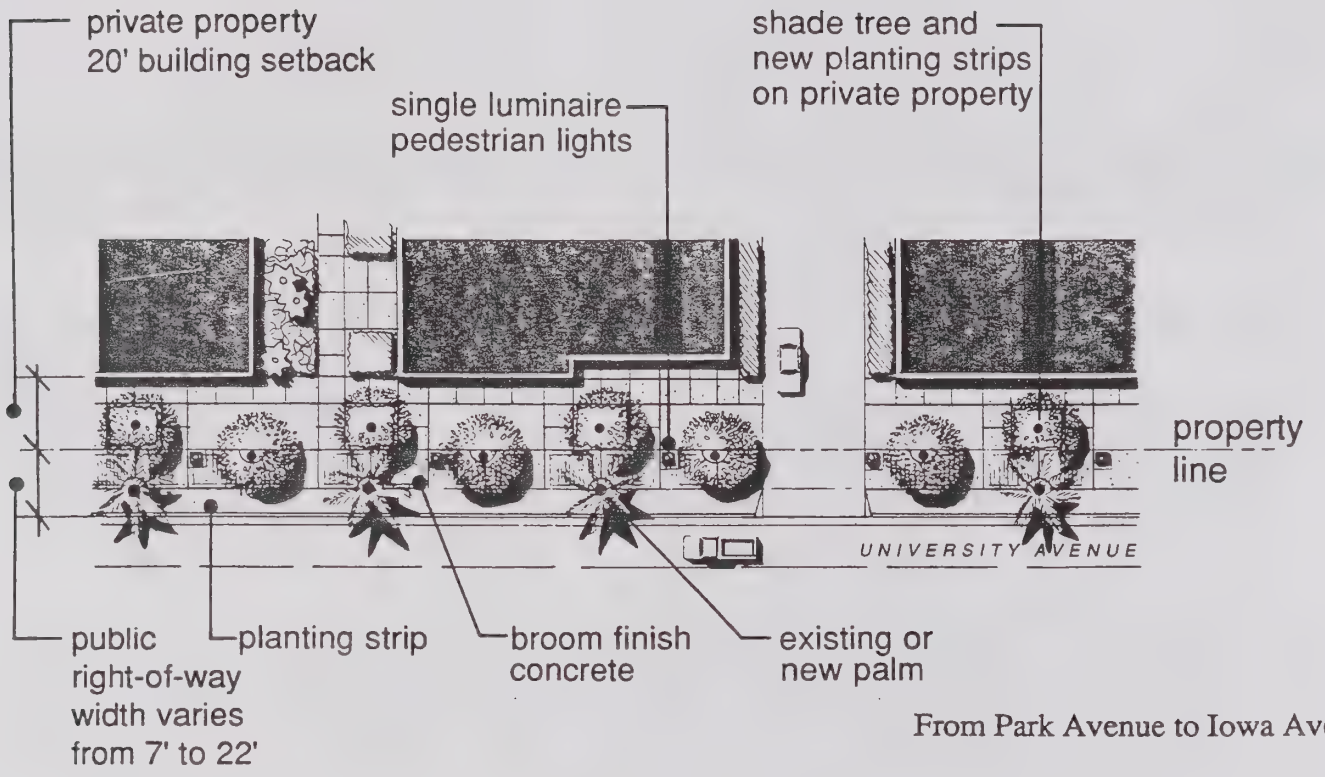
Public Rights-of-Way Landscaping

Streetscape concept plan drawings, at a scale of 1 inch = 20 feet were prepared for the public rights-of-way of University Avenue between Park Avenue and I-215 based on the policies/standards outlined in Chapter 5.0, and are on file in the Development Department. These drawings and any subsequent refinements should be used to determine the location of future curb lines, the location of trees, the type of trees along University Avenue, median locations, bus bays, street furniture, paving materials, etc., for each property along University Avenue. See Chapter 5.0 Circulation/Streetscape Standards and Guidelines for streetscape planned for public rights-of-way.

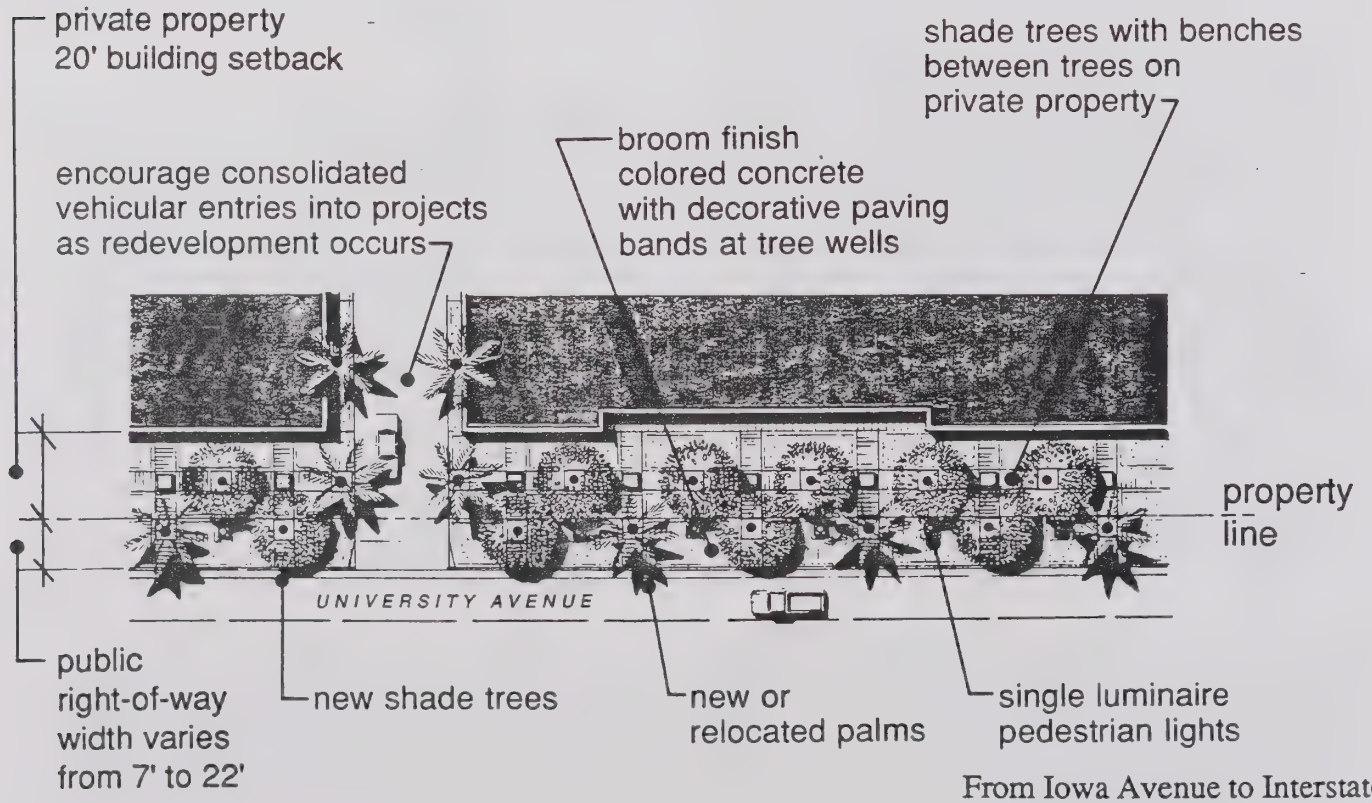
Private Property Landscaping Adjacent to the Streetscape

Figure 29 illustrates the streetscape concept for private property fronting on University Avenue.

From Park Avenue to Iowa Avenue, the streetscape concept for the public right-of-way includes alternating shade and palm trees with the sidewalk separated from the curb by a landscaped parkway where possible. As private property develops, an additional row of shade trees shall be planted in planting strips on private property aligned with the palm trees in the public right-of-way. This will form a staggered pattern with the shade trees in the public right-of-way.



From Park Avenue to Iowa Avenue



From Iowa Avenue to Interstate-215

Figure 29
Typical Streetscape Concept for Public and Private Lands from Park Avenue to Interstate-215

From Iowa Avenue to I-215, the streetscape concept includes alternating shade and palm trees in tree wells in a wide sidewalk with brick accents. As private property develops, trees shall be added to setbacks to form a staggered pattern coordinated with the trees in the right-of-way. Textured walks on private property shall be compatible with the sidewalks in the right-of-way. On site plantings should complement the species in the right-of-way.

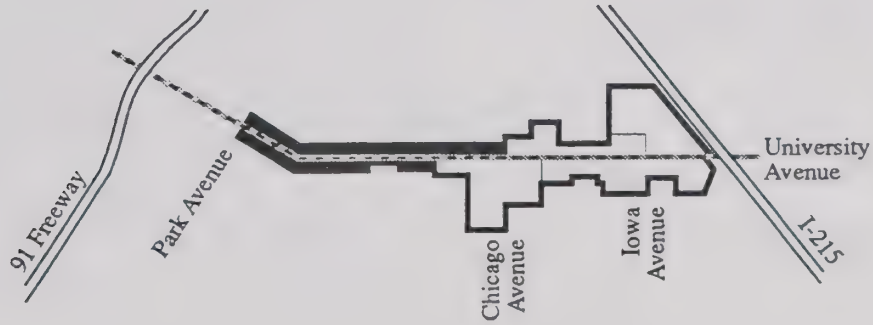
8.4 Special Design Guidelines by Subdistrict

8.4.1 Special Design Guidelines: Subdistrict 1 (Small Business Opportunity Area)

Architectural Character/Building Design

Building Scale. This is to be a district of small-scale buildings in clusters with a residential character. Large-scale buildings typical of "mini-malls" are discouraged (Figure 30). Buildings shall be one to stories with varied roof lines.

Preservation/Adaptive Reuse. This area includes a number of turn-of-the-century homes that should be adaptively reused for business purposes. The Cultural Heritage Board staff should do an inventory and add to preservation lists all structures meriting preservation. This area should also be studied for historic district status. A unified theme of historically appropriate uses would give this area a unique character that would help intensify the pedestrian use of this area. Specific design guidelines for this area will be developed when the survey work is completed. In the mean time, buidlers and staff should use Restoration Riverside and the White Park Historic District Design Guidelines as references.



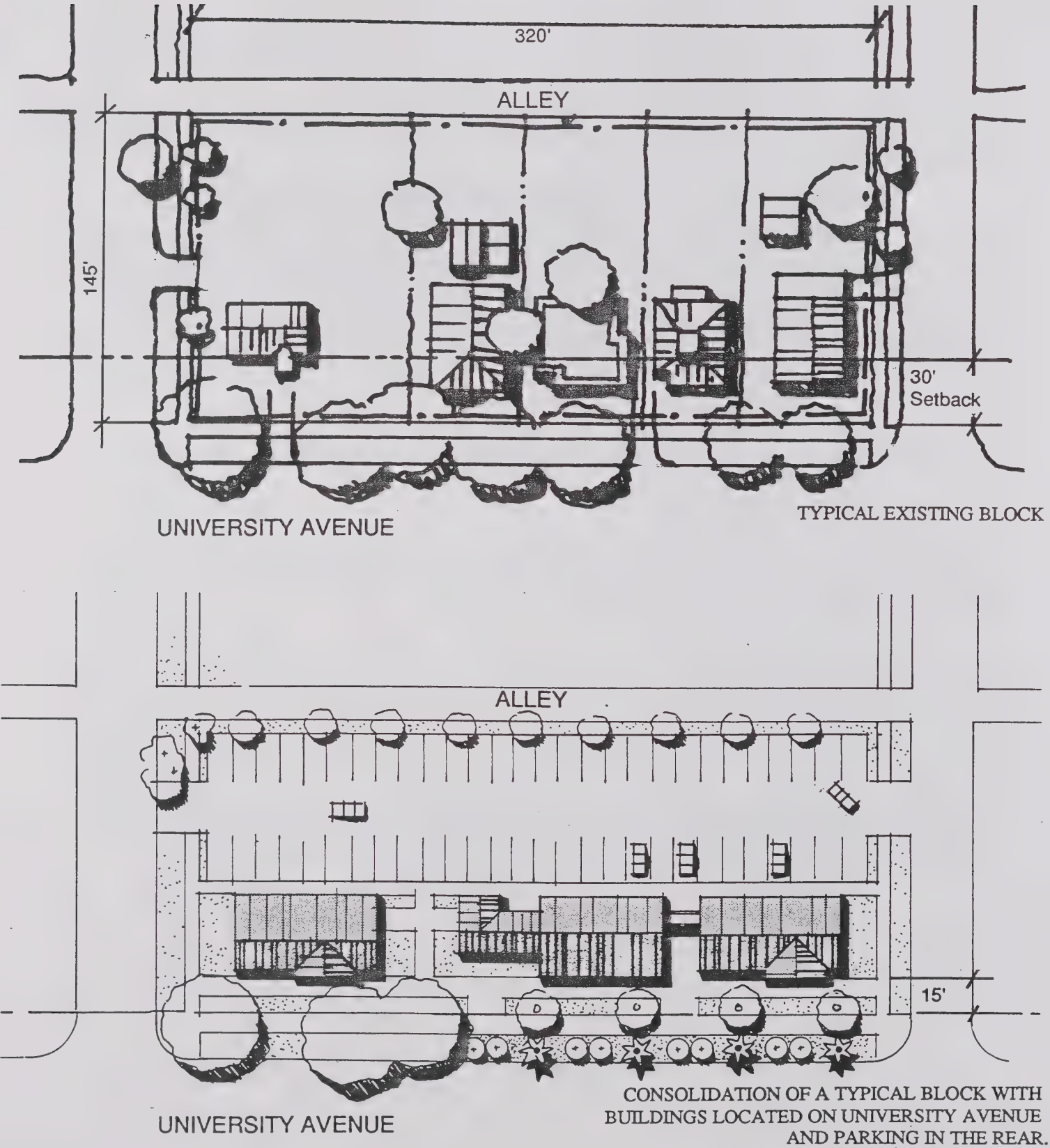


Figure 30
Clustering of Buildings and
Lot Consolidation in Subdistrict 1

Older Residences Re-used as Restaurants and Other Uses in Another Community.

Rear Parking Lots in Another Community

Figure 31
Subdistrict 1 Character

Materials. Terra cotta tile roofs and smooth stucco and tile walls, with vandal-proof glazing facing University Avenue is most appropriate for this area. In addition, existing older residences should be refurbished using the guidelines in Restoration Riverside. Wood sided residential structures shall not be stuccoed or clad in aluminum siding. Original wood framed windows shall not be replaced with aluminum frame windows and other materials which are inconsistent with the original design.

Site Design and Planning

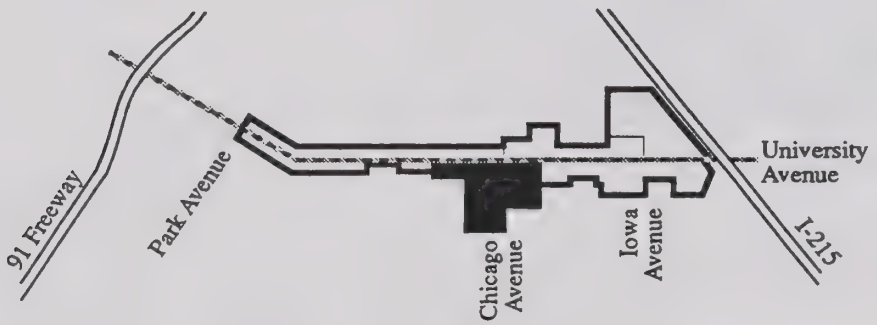
Lot consolidation is encouraged to minimize curb breaks on University Avenue, to allow for shared parking areas and to improve the visual image along the street. Figure 32 illustrates this lot consolidation using the development and design standards outlined for a typical block in this subdistrict. See Table 4, Section 7.2.7 for incentives for lot consolidation.

8.4.2 Special Design Guidelines: Subdistrict 2 (Community Shopping Center Area)

Figure 33 illustrates sites which are a part of Subdistrict 2 and identifies sites A, B, and C.

Architectural Character/Building Design

The architecture of Sites A, B and C, if redeveloped as one project, should be of a consistent theme. Structures on these sites are likely to have a large footprint and vary from one to four stories. The building mass shall be broken up by such devices as sloped roof entryways, partial arcades, awnings, tower accents, low wall extensions, punched openings to create shadow, recessed areas and courtyards. New architecture shall be of a contemporary design, but reflective of Riverside related period architecture.



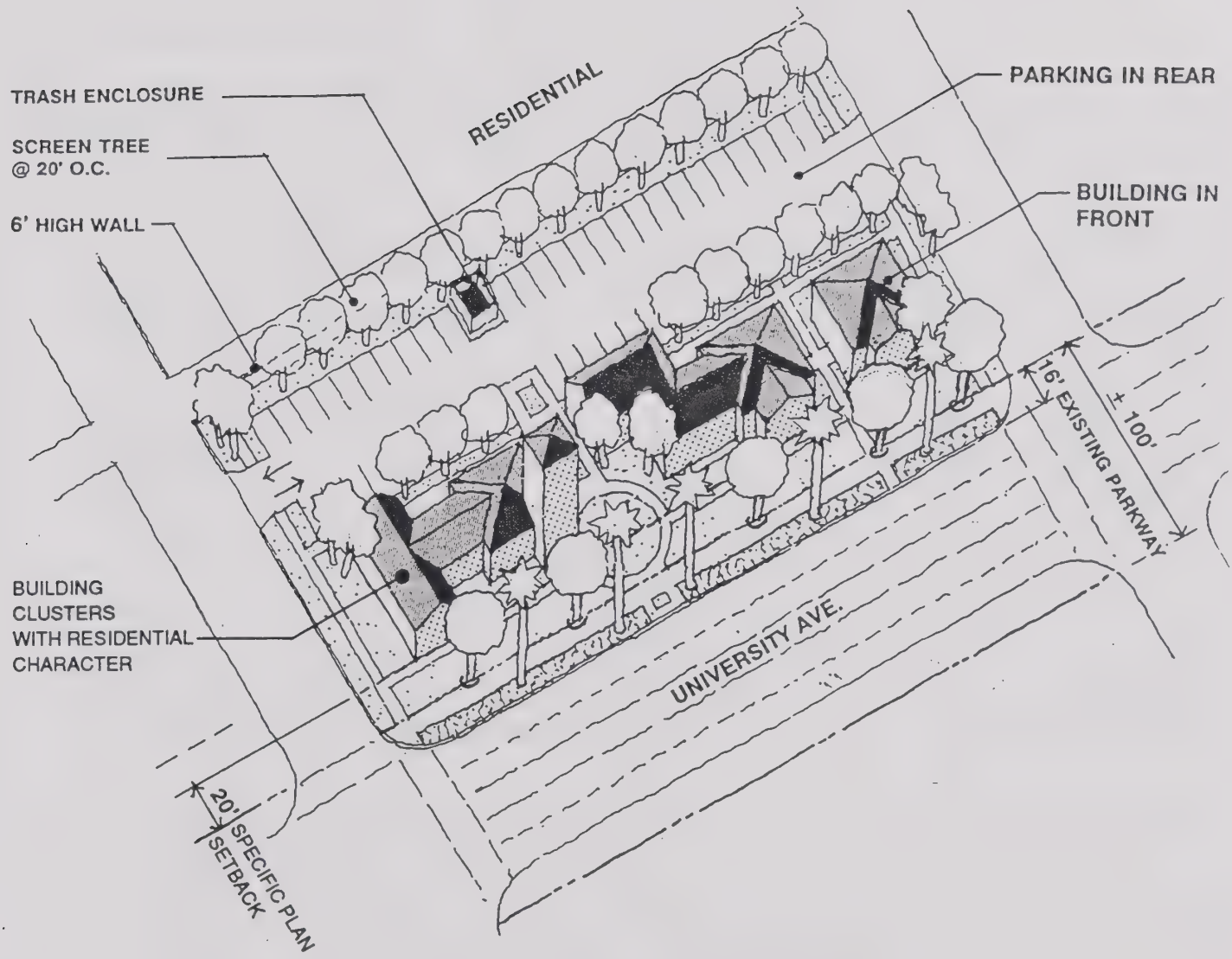


Figure 32
Development Standards in Subdistrict 1

Base: Existing building footprints and parcel lines in 1990

Figure 33
Sites Which Are Part of Subdistrict 2

Site Design and Planning

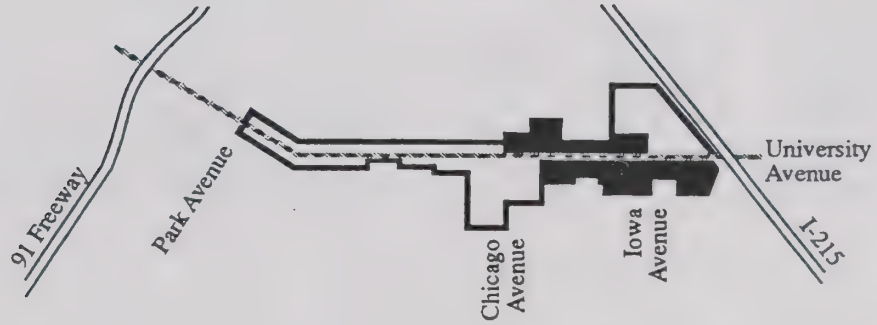
Site Design Unity. Sites A and B should be linked with landscaping and aligned with vehicular and pedestrian access connections on Chicago Avenue, approximately 600 feet south of University Avenue to create a unified center.

Coordinated Pedestrian and Vehicular Connections. A pedestrian connection should be provided from the residential area west of Site A to Site A. All buildings on sites A, B and C should be linked together with direct pedestrian pathways with minimal interruptions of vehicular traffic.

Parking and Building Locations. To accommodate traditional community shopping center development or "power center" layouts, some parking may be located in this Subdistrict adjacent to University Avenue as long as parking lots are extensively landscaped and screened by three-foot walls, direct pedestrian linkages are provided to buildings from University Avenue, buildings are clustered to maximize pedestrian linkages within the center, and a prominent structure integrated with the entire complex is located at the corner of University and Chicago Avenues (Figure 34).

Encouragement of Mixed-Use Development. Consolidation of sites and the development of an integrated cohesive center with a mix of uses, landscaped pedestrian "paseos" and shared parking is encouraged. See Chapter 7.0, Table 5.

8.4.3 Special Design Guidelines: Subdistrict 3 (Visitor Commercial Area and University-Related Use Area)



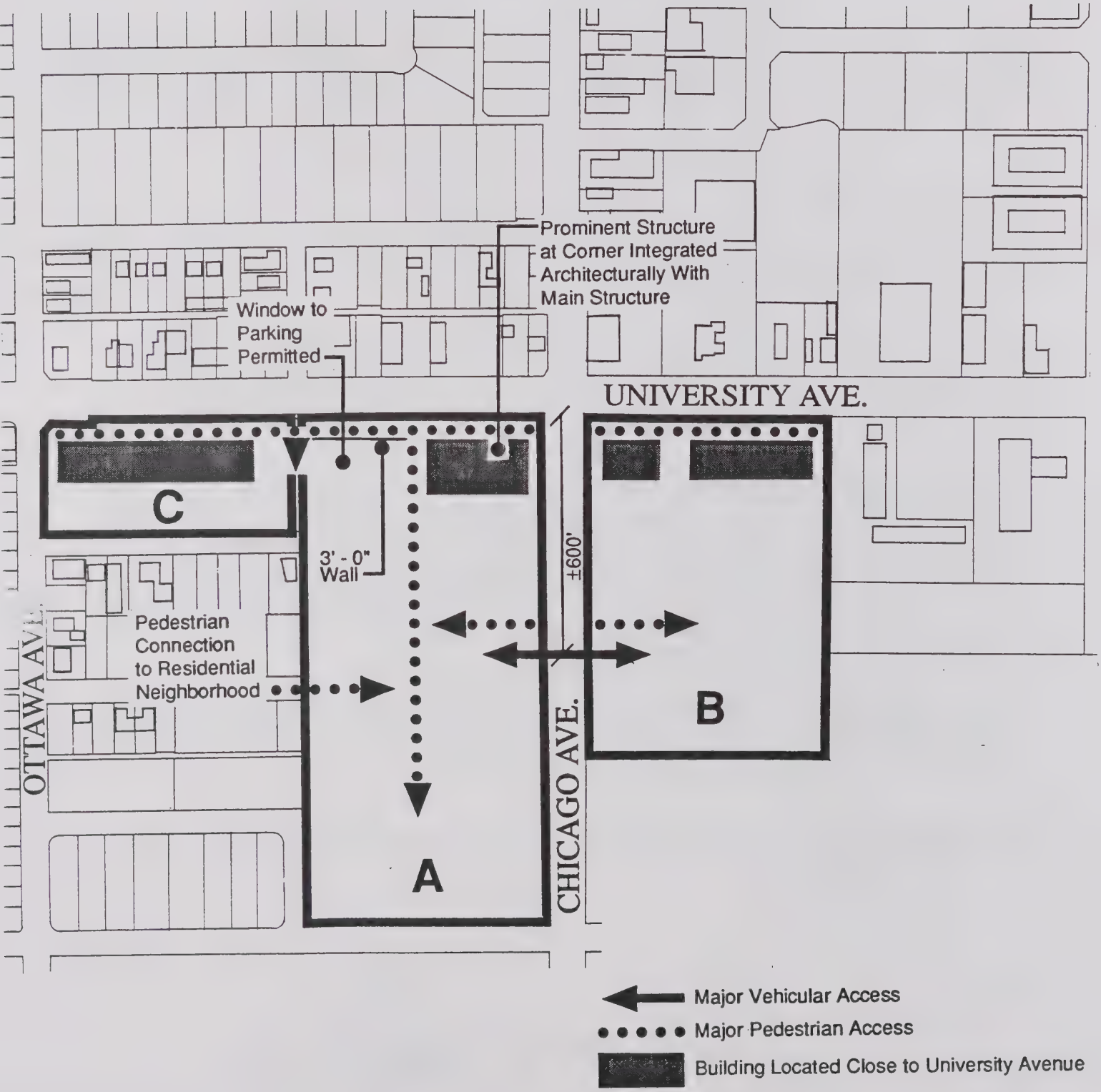


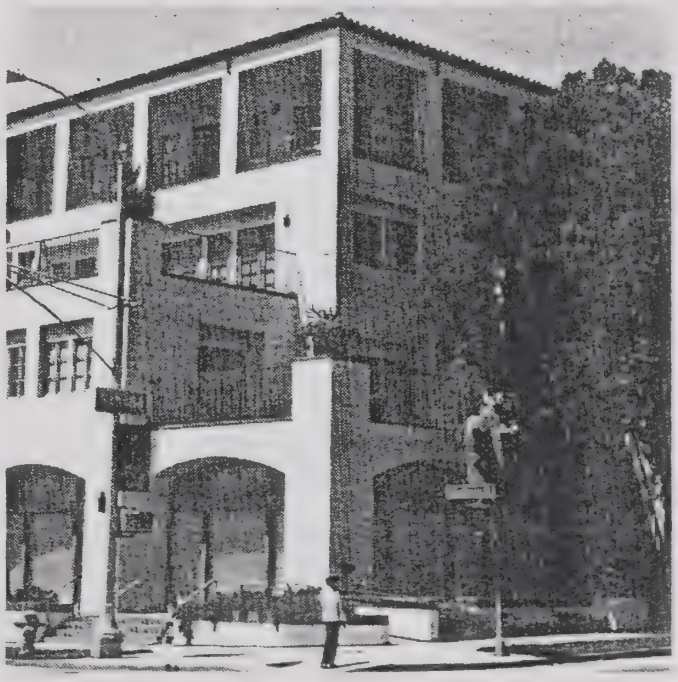
Figure 34
Conceptual Design Guidelines
for Subdistrict 2

Mixed-Use Residential Over a Retail Arcade.

Mixed-Use Office Over Retail.

Four Story Buildings With Stepped Terraces and Balconies.

Mixed-Use Residential Over Retail.



Mixed-Use Office Over Retail.

Figure 35
Architectural Character of Structures in Other Communities
Which Would Be Appropriate Along University Avenue

Architectural Character/Building Design

The architecture in Subdistrict 3 is envisioned to be taller than in Subdistricts 1 and 2, as this subdistrict is intended to be a more intense visitor oriented area with hotel, motel, office and retail uses remote from existing single family development. Flat roofs with decorative cornices or trellises in addition to sloping terra cotta tile roofs on the lower structures are appropriate. Buildings over three stories shall be terraced to reduce the building mass. The treatment of the ground floor frontages along University Avenue to encourage pedestrian activity is especially important as this is the area closest to UCR (Figure 35). The Weber House, a Cultural Heritage Landmark at 1510 University Avenue needs to be protected and respected as a vital part of this Subdistrict.

Site Design and Planning

Coordinated Pedestrian and Vehicular Connections. On properties south of University Avenue, pedestrian links should be provided from University Avenue to the University-owned land south of the Specific Plan area, consistent with the UCR Long Range Development Plan.

Encouragement of Consolidated Block Development. See Chapter 7.0, Table 4, 7.2.7 for incentives for lot consolidation.

8.4.4 Special Design Guidelines: Subdistrict 4a and 4b (Mixed-Use Development Area.)

The following design standards and guidelines are primarily intended for large scale mixed use developments, however, consideration should be given to implementing appropriate items into all projects:

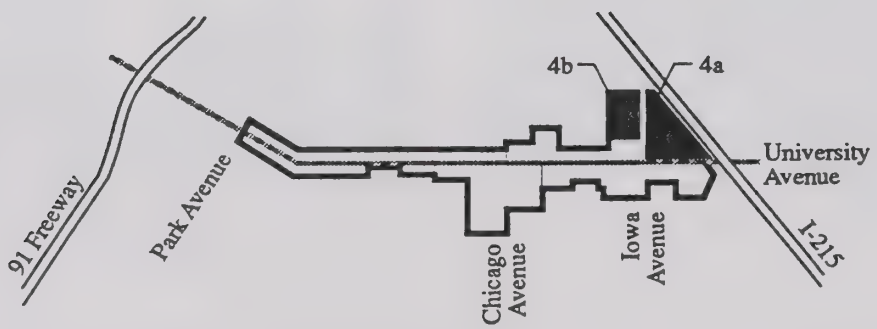


Figure 36
Architectural Character of Subdistrict 4

Architectural Character/Building Design

Village Character. The exterior facades of the buildings facing University Avenue shall have a consistent color, materials, and sign palette as described in Section 8.3.1. To be a constant attraction for students and visitors, the facades of shops and outdoor dining activities facing an open air internal "paseo" may vary from the consistent color, materials and sign palette to create a more expressive style and form (Figure 36).

Pedestrian Amenities. Ample pedestrian amenities shall be provided as part of each new development, including a minimum of ten of the following items per project:

- Outdoor dining areas
- Shaded plazas and pedestrian malls with groups of planters and large scale trees for shade
- Ample architecturally unified trash receptacles
- Pedestrian-scaled, architecturally unified lighting
- Patterned and textured paving
- Directories and places for community bulletins
- Portal entrances
- Pedestrian-scaled signs
- Kiosks for such pedestrian oriented products as flowers and magazines
- Water elements such as fountains, streams and ponds
- Active and passive seating areas
- Bicycle parking areas
- Public art and sculpture
- High image landscaping including the same palm trees used along University Avenue (Washingtonia filifera and Washingtonia robusta) to draw people from the street to the Village.

Site Design and Planning

Lot Consolidation and Master Planning. Although not mandatory, lot consolidation and redevelopment of the entire subdistrict in a cohesive mixed-use development is strongly encouraged. Consideration shall be given to how individual projects might integrate with future large scale mixed-use development.

Location of Land Uses.

- Residential uses, if located on the site, should be concentrated near the corner of Linden and Iowa Avenues or be located above retail and restaurant uses (Figure 37).

- Office uses should have visibility from I-215 and/or University Avenue, and be linked to other on-site facilities by clearly defined pedestrian pathways. Primary retail/restaurant/service uses shall be clustered around a paseo in the southern portion of the site nearest University Avenue.

Coordinated Pedestrian and Vehicular Circulation for a Master Plan.

- Major vehicular access is to be located on University Avenue approximately 600 feet east of Iowa Avenue, and on Iowa Avenue approximately 600 to 700 feet north of University Avenue, aligned with access points on the south side of University Avenue and with a median break. Pedestrian crossings of these streets shall be located at these two major access points, as well as at the intersection of University and Iowa Avenues (Figure 38).

- In addition to the major vehicular access points discussed above, up to two additional right-turn in and right-turn out access points could be appropriate from University Avenue. In addition, two right-turn in and right-turn out access points could be appropriate from Iowa Avenue. Closure of all other access points is intended with a large scale mixed-use project. When considering non-mixed-use projects, closure of as many access points as possible, while providing adequate access to the site, should be part of the site plan review process.

- An open air "paseo" on which most retail/entertainment uses front shall begin at the intersection of Iowa Avenue and University Avenue, or within 200 feet of this intersection, to facilitate crossing of pedestrians of University Avenue at a traffic signal.

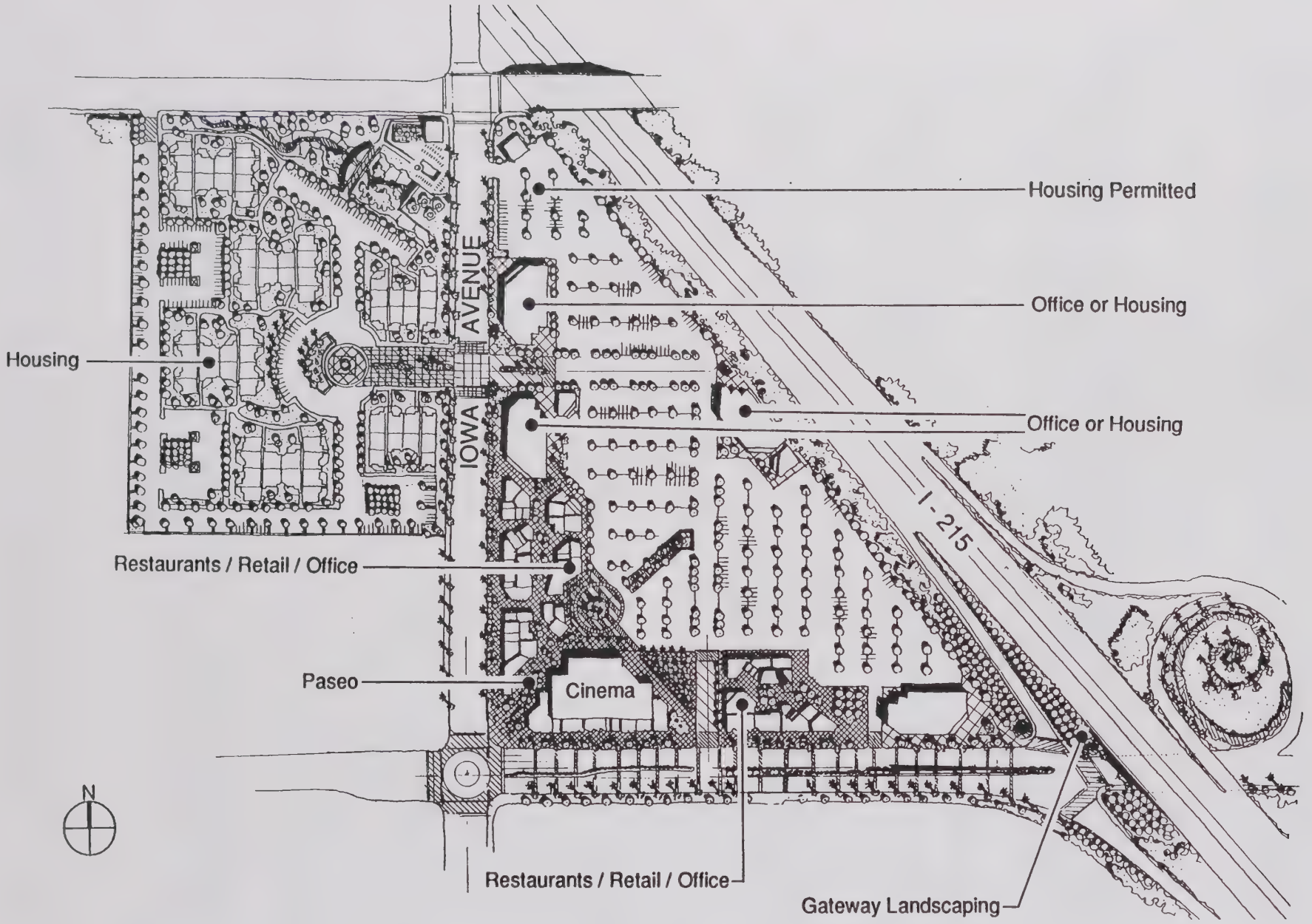
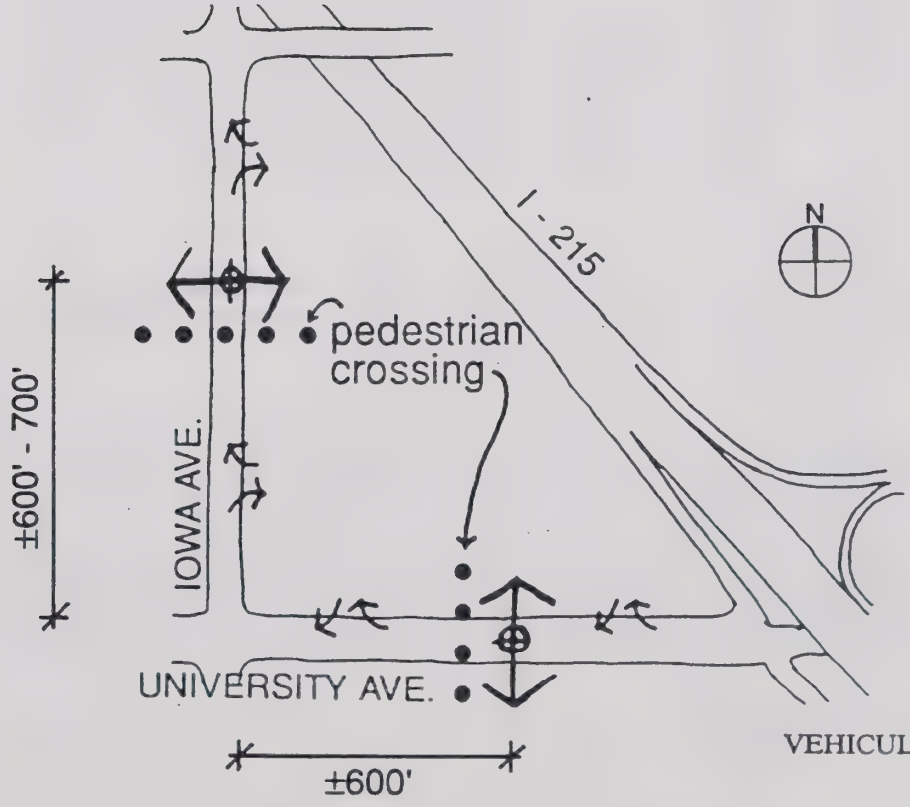


Figure 37
Illustrative Concept for Subdistrict 4 and 4a

PEDESTRIAN CIRCULATION CONCEPT



VEHICULAR ACCESS CONCEPT

Figure 38
Subdistrict 4 - Circulation Design Standards

- A clearly defined pedestrian path shall connect any residential use with retail uses, and a clearly defined path shall be provided from Subdistrict 4b through this subdistrict to the University.

Parking. Surface parking lots shall be broken as much as possible into smaller areas and extensively landscaped to avoid a "sea of parking" and to reinforce the village concept.

8.4.5 Subdistrict 4b

Architectural/Landscaping Character and Design

Variations in roof planes and building heights are encouraged, as well as variations in setbacks. Clustering of buildings to form courtyards and interesting outdoor spaces with trellises, awnings, potted plants, arches, and arbors (Figure 39).

Balconies are encouraged to visually break up the mass of the building and to provide outdoor spaces for each unit. Balconies shall be designed to be integral to the building design and to reduce rather than increase the apparent bulk of the building. The landscaping concept shall relate to the overall vision for University Avenue such as including a series of groves of trees within or adjacent to the parking lots.

Site Design and Planning

Land Use Appropriateness. Multi-family residential (rental housing) is recommended as the dominant land use, although ground level retail facing Iowa Avenue and primarily serving local student and community needs, is also appropriate.

Coordination of Pedestrian and Vehicular Circulation. The major vehicular entrance to the site shall be from Iowa Avenue, close to midway between Linden Avenue and University Avenue, and shall be aligned with a major entrance to Subdistrict 4a. A signal, if warranted in this location, should facilitate pedestrian crossing to and from the mixed-use center at this vehicular entrance. A clearly defined pedestrian pathway system shall link all residential buildings with the parking on the site and with the above-described vehicular/pedestrian entrance to the site.

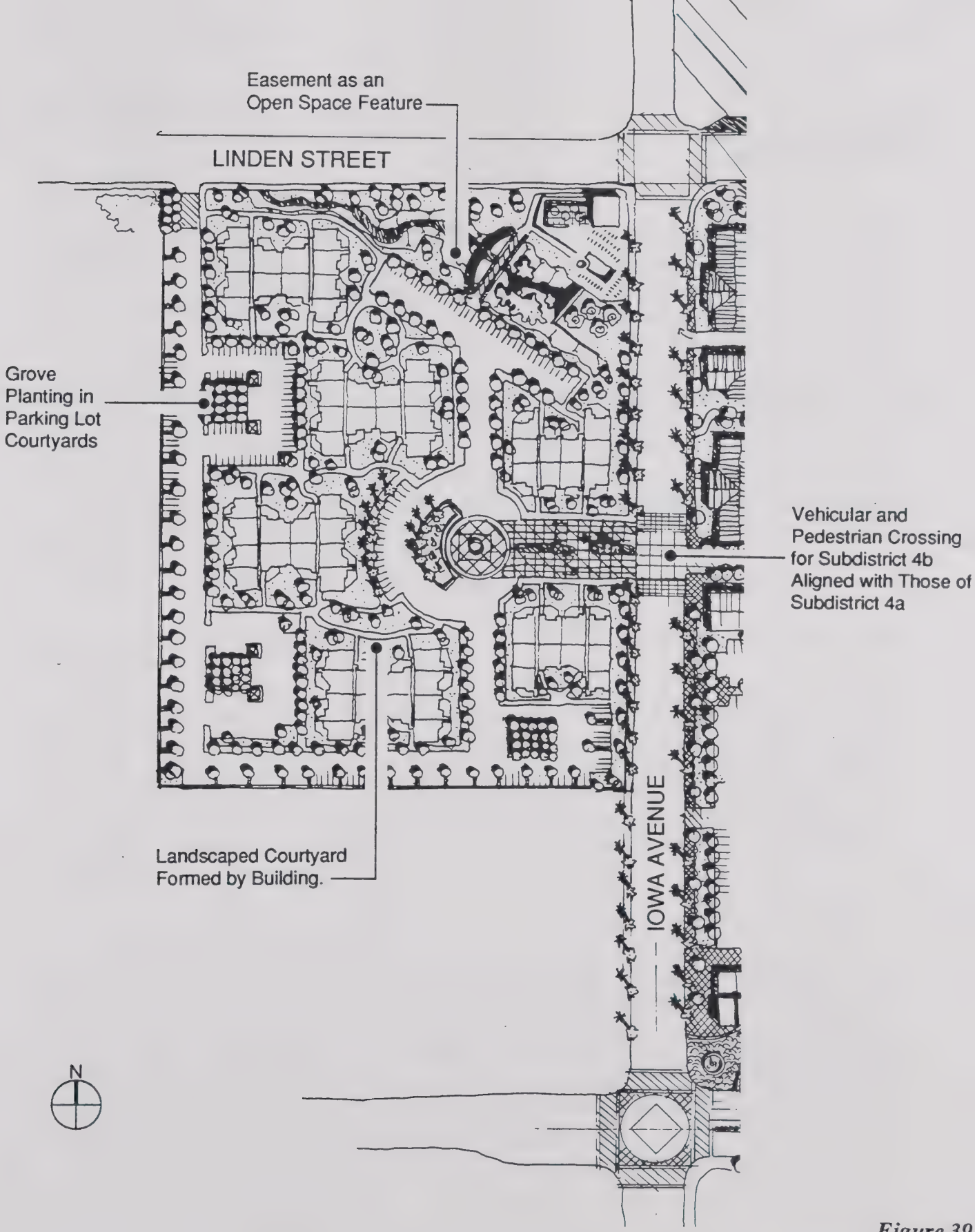


Figure 39
Illustrative Concept
Multi-Family Housing in Subdistrict 4b

Parking. Parking may be clustered surface parking lots of fifty spaces or less if designed as a part of a "grove" concept (Figure 39). Underground or partially underground parking is preferred, however, an above-ground parking structure is acceptable for student housing if integrated with building architecture and screened from view of public streets and adjacent residential.

Storm Drain, Water and Sewer Improvements Study. Subdistrict 4b is currently crossed at its northeast corner by an unimproved drainage channel known as the University Wash. A 65 foot-wide easement is designated on the site, which would have to be protected from encroachment from proposed buildings and other permanent structures other than parking lots and landscaping. This easement shall be incorporated in the design of the project as a positive open space feature having a natural appearance. A study will need to be undertaken by the property owner in cooperation with the City to determine storm drain, sewer, and water facilities which may be needed.

9.0 IMPLEMENTATION

9.1 Toward a Comprehensive Implementation Strategy

A fundamental underpinning of this Specific Plan is that the physical and economic revitalization of University Avenue is dependent upon a comprehensive implementation strategy. To this point of the plan, several "core" areas of improvement to the Avenue have been detailed, including:

- Chapter 4 - The University Avenue Specific Plan Vision
- Chapter 5 - Circulation / Streetscape Standards & Guidelines for Public Property
- Chapter 6 - Land Use Regulations
- Chapter 7 - Development Standards
- Chapter 8 - Design Standards and Guidelines

Together, these five preceding chapters of the Specific Plan represent a framework for long-term physical change on University Avenue.

In addition to this fundamental long-term strategy, many other implementation strategies are incorporated into the plan to help achieve a comprehensive approach aimed at facilitating a "demonstrable" change on the Avenue--especially in the short term. Further, the economic makeup of University Avenue, particularly the extent to which new investment can be achieved, ultimately will be at the heart of any successful revitalization effort. Accordingly, this chapter of the Specific Plan describes implementation strategies that are primarily targeted at the economic base of the Avenue.

9.1.1 Defining a Target Area for Action

The City's and Redevelopment Agency's earlier work by way of the *University Avenue Strategic Plan* was a focused attempt to define priority actions for the Central Industrial Redevelopment Project area, of which University Avenue is a major part. The strategic plan served to point out that the future of University Avenue would be, to a significant extent, defined by the success of public policy in rebuilding the economic base. No less valuably, the strategic plan also served as a springboard to this Specific Plan with its focus on both physical and economic planning and development issues.

Yet, from an implementation point of view, attainment of the plan's goals rests on anticipated success in defining a "target area" where the collective, and otherwise potentially disparate, energies and resources of the City can be brought together in a unity of action. The much-stated role of University Avenue as a corridor connecting UCR and Downtown implies that it is a street of citywide importance. Furthermore, in light of the City's long-established priority for ensuring the vitality of its Downtown, means that the freeway-to-freeway crescent--the swath between the 60 Freeway at UCR to the 60 Freeway north of Downtown--with all its cultural, historic and economic importance, represents an area that should be defined for targeted, concerted, and coordinated action.

9.2 Physical Upgrading of University Avenue's Image

Much of University Avenue's history is rooted in the automobile. From state highway days to raceway days, University Avenue has supported the traveling public. As its economic role has changed, it has become clear that the urban design strategy being pursued for the Avenue should change as well.

This plan has stressed the connective role University Avenue plays linking UCR and Downtown. This is a new challenge for the corridor as it moves into the 21st century. However, a challenge also exists to avoid the post-World War II planning policies experienced on a national level that have led to land-expansive urban sprawl.

University Avenue's historic economic role notwithstanding, its ability to help sponsor a sense of community has been limited. A wide street, poorly landscaped, and dominated by strip commercial uses--many of which serve a highly limited market--has produced a somewhat barren landscape and a street that fails to provide meaningful support to the community and its adjoining neighborhoods. University Avenue's urban disenfranchisement and undefined streetscape, exacerbated by the hermeticism of modern day suburban residential and shopping enclaves makes its future doubtful absent an urban design strategy for the street.

9.2.1 Streetscape

The Streetscape Plan is the major unifying element for University Avenue. The University Avenue Streetscape Committee of the University/Canyon Crest Division of the Greater Riverside Chambers of Commerce has been actively working to obtain support of the property owners along University Avenue for an assessment district to fund the Streetscape Plan.

On July 7, 1992, the City Council and Redevelopment Agency directed that implementation of a first phase of University Avenue streetscape improvements take place. This action represents a watershed point in the prospects for dramatically altering the declining physical appearance of the Avenue so as to present a positive image that will act to attract investment in the corridor.

Although authorized, final decisions will still be required as to the final mix of funding sources for the first phase improvements, and funding will need to be identified for second phase improvements in order to complete the streetscape work from UCR to Park Avenue.

Additional steps to implement the Streetscape Plan include:

- Implementation of the streetscape concept in the context of the General Plan requires that there be no widening of University Avenue beyond four lanes except as needed for bikeways, bus bays and at major intersections.

- The Public Works Department should coordinate with Caltrans to eliminate the free right-turn ramp with I-215 to improve pedestrian circulation to UCR.

- The Public Works Department should coordinate with Caltrans to permit additional landscaping of Caltrans rights-of-way to create a gateway at University Avenue and I-215.

- The Streetscape Committee of the Chamber of Commerce and the Development Department are to work together to inform adjacent property owners of the streetscape concept for University Avenue, the potential assessments, and to determine the amount of support.

- If the Redevelopment Agency's University Village project at Iowa Avenue or another major project along University Avenue is underway before the assessment process is approved, those developments have the potential to serve as demonstration projects for streetscape implementation.

- The City should continue to look for other sources of local, state, or federal funds, in addition to Measure A monies, to fund all or a portion of the streetscape improvements, thereby minimizing reliance on an assessment district for more than ongoing maintenance.

- The City should establish an assessment district for construction and/or maintenance in order to further augment funding of streetscape improvements.

- Detailed work toward implementation of Phase II streetscape improvements should be started as early as practical upon initiation of Phase I improvements.

Overall, the contemplated improvements to the University Avenue streetscape are a crucial component of the Avenue's revitalization.

9.2.2 Property Maintenance

Property maintenance was the single-most discussed topic among members of the Mayor's Task Force and the University Avenue Citizen Task Force in the meetings associated with the preparation of this plan. Currently, property maintenance concerns in the City of Riverside are addressed in a number of ordinances, including, but not limited to, the following chapters, or portions thereof, of the Riverside Municipal Code: Chapter 6.04, Garbage and Waste Matter; Chapter 6.12, Dead Animals; Chapter 6.15, Abatement of Public Nuisances; Chapter 6.16, Fly-Producing Conditions; Chapter 6.20, Mosquitoes; Chapter 6.22, Rodent Control; Chapter 9.16, Litter and Littering; Chapter 9.18, Graffiti Abatement; Chapter 9.28, Abandoned, Wrecked or Inoperative Vehicles; and Chapter 19, Zoning.

While many aspects of property maintenance are currently addressed through the Municipal Code, some critical areas, most notably building and landscape maintenance, are largely absent. Further, it is difficult for a property owner to understand specific duties with regard to maintenance of property and it is cumbersome for the City to administer so many varied and disjointed standards for maintenance of property.

At one time it was proposed that a unified property maintenance ordinance be written specifically for University Avenue. In consultations with the City Attorney, however, it was determined that this ordinance would be more appropriate citywide. It is recommended that a new citywide property maintenance chapter of the Riverside Municipal Code be prepared which incorporates all relevant property maintenance concerns into a cohesive body of property-owner responsibilities, including procedures for abatement and imposition of city sanctions.

The new chapter should organize property owner maintenance responsibilities and prohibited activities into broad headings of related topics such as (1) Landscape

Maintenance, (2) Maintenance of Main Buildings and Accessory Structures, (3) Vehicles, and (4) Waste. Additional sections of the chapter should detail the procedures of the City's notification of a property owner that a prohibited condition exists, extensions of time to perform the work to abate the condition, and the owner's rights of appeal. Should the property owner fail to remedy the maintenance problem, the ordinance should empower the City itself to abate the problem after a suitable period and assess the costs against the owner and collect the costs with the property taxes.

As a further deterrent, it is recommended that the ordinance establish a violation of the property maintenance ordinance as a criminal misdemeanor; the point being that successful change in the physical appearance of University Avenue requires property maintenance standards that can be successfully applied, communicated, administered and enforced.

9.2.3 Code Compliance

On-going success with the physical and visual transformation of University Avenue will require a commitment to effective communication of the maintenance standards, as well as a willingness on the part of the City to help ensure compliance with the full spectrum of applicable codes. Regular and dedicated code compliance support is crucial toward ensuring that a common expectation is established for the quality of the Avenue.

Code compliance support is also instrumental in helping to avoid disillusionment among property owners who may come to feel that "others" are not carrying their fair share of responsibility in maintaining a positive image to the street. It is also the primary means by which the City can ensure ongoing compliance with zoning, specific plan, and related development approvals and authorizations.

To achieve its code compliance objectives for University Avenue, the City should:

- Provide targeted and dedicated code enforcement on a regular basis in addition to complaint-based enforcement.

- Provide the resources necessary to staff the desired level of service.

- Ensure that an effective public relations effort takes place in tandem with code compliance enforcement so that expectations as to the desired level of quality are adequately communicated.

9.2.4 Historic Resources

Eighth Street Historic Core

Section 8.4.1 identified the potential within Subdistrict 1 to use preservation and adaptive reuse techniques in order to retain the remaining structures of historical value. Anchored on the east at Kansas Avenue by University Heights Junior High School (Riverside Community Center), a Cultural Heritage Landmark, and on the west by several turn-of-the-century residences situated between Sedgwick and Victoria Avenues, a sufficient mass of historically significant structures remain in this area as to warrant critical consideration for preservation. Such an effort, suitably implemented, could represent a distinct opportunity to blend the historic value of "old Eighth Street" with the economic revitalization needs of this particular subdistrict.

In addition, vacant lots and potential redevelopment sites in this area provide opportunities for the relocation of threatened historic structures from other areas and compatible new infill which reflects the historic character-defining elements of the existing structures and scale. Moreover, through a concerted effort of reinvestment and improved reuse, significant opportunities exist to introduce widely appealing commercial uses while clearly expressing the importance of University Avenue (Eighth Street) in the evolution of the City's historic Eastside community.

Motor Court Era

Some of the best remaining examples of University Avenue's motor court days can be found in the area between Cranford and Iowa Avenues. Here, two properties, in particular, remain reminiscent of the tourist-serving era when University was the "state highway through town." The Hacienda and Farm House motels represent a style of commercial architecture that has been successfully preserved in other communities, such as Phoenix, while being adaptively reused for contemporary purposes.

Together with the historic Weber House, on the south side of University Avenue in this area, these motor-court-era examples represent significant additional historic preservation opportunities along University Avenue that can be used to markedly upgrade University Avenue's physical image.

The Cultural Heritage Board has expressed a strong interest in the potential of this area developing around a historic theme, or perhaps even becoming a historic district. The first

step in initiating this process would be for the Cultural Heritage Board staff to produce a slide record of all residential structures along University Avenue, between Park Avenue and I-215, so that the boundaries of a potential district or historic theme area could be determined and so that all structures meriting special designations could be documented and so designated.

9.2.5 Monitoring

Between the suggested streetscape program, serious property maintenance, dedicated code enforcement, and the standards for new development provided for in the earlier chapters of this Specific Plan, a major change in the physical appearance and image of University Avenue should be attainable. Nevertheless, implementation of the plan should also provide for monitoring of the street for signs of distress. Whether it be potential problems in graffiti accumulation, delays in upkeep or any other symptoms of decline which, if left unattended, could result in entrenchment of physical blight, regular monitoring of the Avenue's physical health should take place.

In addition, active dissemination of public information should take place to help ensure that key information is regularly made available to property and business owners as to the City's efforts and requirements in its pursuit of University Avenue improvement.

9.3 Stimulating New Investment

9.3.1 New Investment in Perspective

The background analysis for University Avenue prepared in connection with this plan and other studies clearly point to a street whose economic underpinnings have markedly changed over the years. The Avenue's earlier economic makeup, which spawned a visitor-serving corridor, has been largely replaced with a locally-based economy serving a limited sphere of influence. The Avenue's future, however, will largely be a function of external factors which "induce" economic changes on the Avenue, as well as investment decisions--largely public--which work to "create" a new economic environment.

Riverside is not a stranger to the concept of planning for a sound and stable local economy. For example, in the mid-seventies, an economic base study was prepared by Development Research Associates which examined the broader local economy together with specialized assessments of key sectors. The study provided the City with a means to better anticipate and plan for emerging economic patterns.

University Avenue today is in a similar position of needing a focused look at its economic future. Growth at its two ends--UCR and Downtown--is likely to be the "engine" that drives and induces future changes. That is, while current demand for diversified commercial space on University Avenue is very limited, economic expansion at both ends of the corridor should result in increased activity and demand for goods and services along the entire length of the Avenue. UCR's student growth translates into additional faculty positions, support staff, service needs, and other economic generators. Downtown growth may mean additional employment, destination shopping and entertainment, as well as new institutions that may draw people to the area, such as through the formation of an arts district.

While the preceding economic factors are likely to induce economic changes along University Avenue, other potential exists for public policy to help create a new economy on the street. Publicly-driven investment decisions, primarily facilitated by the City's Redevelopment Agency, have the potential to directly shape the economic future of the Avenue. Major "node" projects, in particular, fall into this category. University Avenue's Iowa, Chicago, and Park Avenue intersections, which largely shaped the Specific Plan's subdistricting concept, are the locations at which public-private "anchor" projects should take place.

At Park Avenue, the emerging Riverside Marketplace development needs to be further implemented. At Chicago Avenue, it is the updating of an outmoded shopping complex that needs rejuvenation into a modern-day mixed-use project. At Iowa Avenue, it is the potential to exploit university proximity into a "village" project that can be both university-serving and a draw for the broader community. Without the encouragement of public investment in these catalytic projects, the pace of economic change on University Avenue is likely to be glacial.

To be sure, while the University Avenue Specific Plan is more easily targeted toward land-use-related issues--affecting new development, as well as the existing land use makeup of the street--sustainable economic change on the street must await future growth: expansion of core economic generators that will induce changes on the Avenues, and investment decisions that will help create an economic transformation. In either case, the Specific Plan should be seen as a mechanism for anticipating future economic changes on the Avenue by putting into place a landmark planning effort today.

9.3.2 Redevelopment Programs

The Specific Plan will be implemented, in large part, by developers and property owners within the context of Riverside's redevelopment process and programs. The University Avenue Specific Plan is part of the Central Industrial Redevelopment Project. The use of redevelopment programs and authority is especially important for Specific Plan implementation. In particular, most potential redevelopment undertakings can help achieve multiple objectives. For example, efforts that are targeted to improve physical conditions through the elimination of blight are also likely to improve business conditions on the Avenue, either directly or indirectly.

Using the project area's authority, targeted implementation programs can be established for many specific purposes, including:

- **Facade Improvement.** Significant improvement to the appearance of University Avenue can be achieved by assisting property and business owners with building facade improvements.

- **Sign Abatement/Improvement.** Conversion of nonconforming signs to new conforming signs would aid with the visual appearance of the Avenue. The Agency can assist with the cost of such actions which otherwise are difficult investments for businesses to make.

- **Tenant Assistance.** In connection with commercial revitalization, especially in existing centers, tenant assistance to help with either business establishment or retention is available.

- **Block Consolidation.** Especially in Subdistrict 1, the Agency may be instrumental in facilitating block consolidation through selective acquisitions, especially in connection with other efforts, such as land use conversions and abatements, or streetscape improvements.

- **Nonconforming Use Conversion/Abatement.** Through the acquisition efforts of the Agency, significant gains can be achieved in facilitating the transition of outmoded or problematic land uses to new economic uses.

- **Streetscape.** Through its ability to assist with public improvements to the Avenue, the Agency can be instrumental in facilitating the University Avenue streetscape program.

- **Code Compliance.** Other efforts of the Agency in promoting and financially assisting code compliance services can be a model for such an effort on University Avenue.

- **Targeted Property Assembly.** Much of University Avenue is characterized by land use and subdivision characteristics which make conversion to more productive uses difficult or nearly impossible. Targeted property assembly can help facilitate conversion, elimination of blighting influences, and stimulate new economic investment.

- **Neighborhood Conservation and Housing.** The viability of adjoining neighborhoods will have a long-term influence on the economic health of University Avenue. To the extent that those neighborhoods are targeted for rehabilitation and conservation efforts, direct benefits to the Avenue can be expected.

- **Commercial Revitalization.** The three principal commercial nodes within the specific plan area should receive particular attention for commercial revitalization. They are University/Iowa, site of a likely "University Village" project; University/Chicago, where revitalization of the economically obsolete Town Square Shopping Center is of great importance; and University/Park, where a planned neighborhood-oriented commercial center will interface with the Marketplace development.

- **Small Business Development.** Significant economic investment along University Avenue can be expected to be derived from small business development. University Avenue has the potential to be an important "incubator" for small businesses needing a place to get started. Assistance from the Agency on matters such as parking and off-site improvements can be helpful in promoting a positive climate for investment to take place. The Agency can also assist in coordination with Community Reinvestment Act (CRA), Small Business Administration (SBA), job training and other similar types of programs.

- **Technical Assistance.** Assistance from the Agency in technical matters, such as architectural, engineering, and design services, can help businesses and property owners with land use improvement decisions which thereby result in a betterment of the image of the Avenue.

- **University-Related Economic Development.** Growth of UCR will be a major "engine" driving related economic expansion along University Avenue. Significant opportunities will exist in areas such as university-related housing, shopping, and off-campus siting of facilities, so as to capture the investment potential of the campus in stimulating new economic investment.

- **Low Interest Loans and Assistance with City Fees.** For existing businesses wishing to upgrade in accordance with the Specific Plan, the Agency could offer low interest loans as well as assistance in the payment of City fees.

Financial mechanisms which may be utilized by the Redevelopment Agency and/or City of Riverside to fund catalytic improvements and support the above-noted programs include:

- Tax increment financing
- Loans and grants
- Developer land payments
- Other tax revenues including sales tax, bed tax, gas tax and others
- Bonding for capital improvements through bond acts such as Mello-Roos
- Project area management, especially the merger of the Central Industrial and Sycamore Canyon redevelopment project areas
- Development fees
- Fines and forfeitures
- Transportation funds including LTF, Sections 4 & 8, and Measure A
- Assessment districts

9.3.3 Local Enterprise Zone

Currently, a portion of the City's Central Industrial Redevelopment Project area is designated a "Local Enterprise Zone," within which new and expanding businesses may gain financial advantages for investing in the area. This local zone is an extension of the City's collaborative effort in the state-designated Agua Mansa Enterprise Zone. Through the local enterprise zone designation, the City extends favorable tax consideration in areas such as business license and utility user taxes.

To encourage new economic investment in University Avenue, an extension and expansion of the local enterprise zone concept to University Avenue could help encourage new business investment and property improvement consistent with the goals and objectives of the Specific Plan. In areas such as local business taxes and development fees and costs, the

City has the potential to provide incentives for an overall upgrading of the business climate on the Avenue.

The City and Redevelopment Agency should also monitor changes taking place at both the state and federal levels to exploit opportunities that may present themselves for designations which could be sought for University Avenue which would further expand the potential for using economic advantages to encourage urban revitalization.

9.3.4 Mixed-Use and Consolidated Block Incentives

In order to encourage "demonstrable" changes to take place in accordance with the overall vision for University Avenue, incentives are built into the development standards provided for certain types of developments that consolidate parcels along University Avenue. These incentives are directed at encouraging cohesive, quality developments with a mix of permitted uses that are linked by pedestrian connections; have extensively landscaped parking areas and pedestrian amenities; and reduce access points directly from University Avenue. Development intensity bonuses and shared parking incentives are examples of the direct encouragement provided in this plan for block consolidations and mixed-use developments. (Tables 5 and 6 in Section 7.0 list mixed-use development standards which embody these incentives.)

9.3.5 Incentives for the Elimination of Nonconforming Uses

Providing assistance through incentives for nonconforming uses to be eliminated or converted to new conforming uses will be an important ingredient in encouraging new economic investment on the Avenue. Programs which are readily available for this purpose include the City's existing redevelopment effort; development cost reduction concepts, which could be an extension of the local enterprise zone concept noted earlier; and land use intensification incentives, such as those which could be part of a block consolidation development proposal.

Although these concepts can form a core set of incentives for the elimination and/or conversion of nonconforming uses, future periodic evaluations of the Specific Plan that examine implementation effectiveness should consider the need for amendments, as may be appropriate, to help ensure that a sufficient range of tools are available to continue encouraging nonconforming use elimination. In addition, the City should look to opportunities as they may arise with other planning and zoning actions to further encourage nonconforming use conversion. One such opportunity may arise as a result of actions which

may be taken by the City in connection with amortization and abatement of nonconforming uses and structures, as discussed in Section 9.4 of the Specific Plan.

9.3.6 Catalytic Development Projects

The University Avenue corridor will need to be anchored by "catalytic" development projects. The previously-prepared *University Avenue Strategic Plan* identified some of these projects, including the mixed-use development projects at University/Iowa and University/Chicago. In addition to consolidated block developments, these future efforts represent the best hopes for creating a new investment perception to University Avenue. Without visible change combined with economic investment of sufficient critical mass, it will be difficult to create a self-sustaining movement toward economic transformation.

9.4 Related Land Use Policies & Procedures

9.4.1 Nonconforming Uses and Structures

This Specific Plan will create several nonconforming uses along the University Avenue corridor in addition to nonconforming uses which may already exist. Generally, nonconforming uses are land uses which were lawfully established at a particular point in time, but which would not be considered permitted land uses under current zoning regulations. Nonconforming uses must be distinguished from nonconforming structures. The latter pertains to the physical development of a property in contrast to the actual land use or activity that is taking place.

The Specific Plan's discussion of nonconforming uses and structures is advisory only. The concepts contained in this section are intended to represent a framework by which future, citywide changes to the Zoning Code might be structured. In particular, the plan's objective is to illustrate how changes to the nonconforming uses portion of the Zoning Code could be handled in order to help achieve those land use objectives which are especially relevant to the revitalization of University Avenue.

As a starting point, the Zoning Code provides the following definitions:

- **"Nonconforming Use"** means a use of a building or land, which use was lawfully established, but which does not conform to the regulations of [the Zoning Code].

- **"Nonconforming Structure"** means a structure or a portion thereof which was lawfully established, but which does not conform to the regulations of [the Zoning Code].

Additionally, Chapter 19.66 of the Zoning Code constitutes the "Nonconforming Uses" section of the Riverside Municipal Code. In general, the existing chapter provides that any nonconforming use or structure may be continued indefinitely unless, (1) a nonconforming use is changed to a different use, or (2) a nonconforming use is discontinued for a continuous period of one year, or (3) a nonconforming structure containing a nonconforming use is destroyed by fire, explosion, act of God or the public enemy, and permits are not obtained and commencement of repairs or reconstruction is not commenced on a same or smaller size building within a year after the destruction.

Although the Zoning Code generally allows nonconforming uses and structures to be continued indefinitely, a more practical operational issue pertains to alterations to nonconforming uses and structures. In this regard, the Zoning Code essentially groups the two nonconformity types--uses and structures--together. Structural alterations to buildings that contain a nonconforming use require a conditional use permit regardless of whether the structures are conforming or nonconforming.

Similarly, except for routine maintenance and repair work, any structural alteration, reconstruction or enlargement of a nonconforming building *or improvement* requires the granting of a conditional use permit. Further, any expansion of either a nonconforming use or nonconforming structure also requires the granting of a conditional use permit. In the latter case, the Planning Commission is specifically authorized by the Zoning Code to consider operational constraints on the nonconforming uses as part of the conditional use permit process.

The treatment of nonconforming uses and nonconforming structures is vitally important to the long-term revitalization of University Avenue and to the ultimate success of the Specific Plan in being a vehicle for positive physical, economic, and social improvement along the Avenue. In particular, the Specific Plan recognizes that:

- Business and property owners along University Avenue need incentives and encouragement to physically improve their properties. The City's approach to nonconforming uses and structures can help create an initial set of expectations as to University Avenue's future--that change will indeed be taking place.

- Achieving a self-sustaining process of physical improvement along the Avenue, in part, depends upon the creation of a genuine perception among business and property owners that *other* properties are being changed and upgraded for the better.

- The transformation of nonconforming land uses to new economic pursuits can be encouraged through a clearly articulated statement of expectations. Providing a predictable and reasonable time frame in which to recover investments in nonconforming uses can create an atmosphere of expected change along the Avenue and a conducive environment for new investment.

It is recommended that a new citywide, nonconforming uses section of the Riverside Municipal Code be prepared by the City that establishes specific criteria and procedures for the continuance and **abatement** of nonconforming land uses, buildings, structures and improvements. The new chapter should make a clear distinction between (1) changes to nonconforming land uses, (2) changes to nonconforming buildings, structures and improvements, and (3) abatement of nonconforming land uses. The concepts described in the following sections are advisory comments only to illustrate changes that could be considered when a citywide code amendment is processed in the future.

(1) Nonconforming Land Uses.

(a) Termination of Nonconforming Land Uses. With regard to nonconforming land uses, it is recommended that consideration be given to terminating the right to continue a nonconforming use and requiring the use to fully conform to current regulations when any one or more of the following events occur:

- Expiration of the period of time provided for abatement of the nonconformity.

- Change of a nonconforming use to a different use or addition of a new use which is not permitted.

- Interruption or discontinuance of a nonconforming use for a period of ninety (90) days.

- Unauthorized expansion, enlargement or change in the nonconforming land use or any building, structure or improvement containing such use.

A nonconforming land use which is destroyed to the extent of no more than 50 percent of its replacement value at the time of its destruction by fire, explosion, other casualty, act of God, or the public enemy, could be permitted to be restored and the nonconforming use be permitted to continue if permits are obtained and reconstruction commenced within one year of the destruction.

(b) Expansion of Nonconforming Land Uses. Expansion, intensification, change in the mode or character of a nonconforming use, or any other change to a nonconforming use which results in a greater level of activity to take place should not be permitted.

(c) Improvements to Nonconforming Land Uses. Within the University Avenue corridor, alterations of nonconforming land uses for purposes of safety or beautification should be encouraged and permitted provided there is no expansion of any nonconforming use as a result of the alterations, which might include the following:

- Nonstructural repairs and alterations limited to minor items not requiring a building permit such as painting, landscaping, fences, walls, and repairs;
- Landscape improvements, including installation of required street trees, sidewalks and walls, and the screening of parking;
- Signs, which replace existing nonconforming signs;
- Changes to interior partitions and/or other nonstructural repairs, provided that the cost of such improvements does not exceed one-half the replacement cost of the total property improvements over any five-year period, and further provided that the changes do not result in an expansion, intensification, change in mode or character of a nonconforming use, or any other change to a nonconforming use which results in a greater level of activity to take place; and,
- Structural changes which do not result in an expansion of the nonconforming land use, subject to the granting of a conditional use permit.

Other structural alterations to nonconforming land uses should be permitted only to the extent that the City determines that such alterations are immediately necessary to protect the health and safety of the public occupants of any structure containing such nonconforming land use or the adjacent property.

(2) Nonconforming Buildings.

(a) Continuation of Nonconforming Buildings. With regard to nonconforming buildings, structures and improvements, it is recommended that, as a general rule, the right to continue a nonconformity should be permitted to continue indefinitely. However, that right should be terminated and the property be required to fully conform to current regulations when any one or more of the following events occur:

- Expiration of the period of time provided for abatement of the nonconformity;
- Unauthorized expansion, enlargement or change in the nonconforming building, structure or improvement; or,
- When a project review by the City, such as an action by the Design Review Board, provides an opportunity to eliminate existing nonconformities to the greatest extent possible without being contrary to the intent and purpose of the Specific Plan.

A nonconforming building or structure or other improvement which is destroyed to the extent of no more than 50 percent of its replacement value at the time of its destruction by fire, explosion, other casualty, act of God, or the public enemy, should be permitted to be restored if permits are obtained and reconstruction commenced within one year of the destruction.

(b) Expansion of Nonconforming Buildings. Expansion of buildings, structures or improvements, which are nonconforming with respect to height, intensity and/or setback should be permitted along the University Avenue corridor, provided that construction of new and/or expanded facilities is subject to the granting of a conditional use permit, which is contingent upon findings that all of the following conditions exist:

- The expansion will protect valuable property;
- The expansion will not adversely affect or be materially detrimental to the adjoining properties;
- There is a need for relief of overcrowded conditions or for modernization in order to properly operate a conforming use and protect valuable property rights; and,
- The expansion is consistent with the intent and purpose of the Specific Plan.

(c) Improvements to Nonconforming Structures. Within the University Avenue corridor, alterations of nonconforming buildings, structures and improvements for purposes of safety or beautification should be encouraged and permitted provided there is no expansion of any nonconforming structure as a result of the alterations, which might include the following:

- Repairs and alterations limited to minor items not requiring a building permit such as painting, landscaping, fences, walls, and repairs;

- Landscape improvements, including installation of required street trees, sidewalks and walls, and the screening of parking;

- Signs, which replace existing nonconforming signs; and,
- Changes to interior partitions and/or other nonstructural repairs, provided that the cost of such improvements does not exceed one-half the replacement cost of the total property improvements over any five-year period.

Structural alterations to nonconforming buildings or structures without a conditional use permit should be permitted only to the extent that the City determines that such alterations are immediately necessary to protect the health and safety of the public occupants of the nonconforming building or structure or the adjacent property.

(3) Abatement of Nonconforming Land Uses (Amortization Period). The amortization period for any nonconforming land use, building, structure or improvement, except nonconformities due to absence of valid conditional use permits for all uses otherwise requiring such permit, should be determined on a case-by-case basis which considers a series of factors relevant to a weighing of the private loss versus the public utility, which factors include, but are not limited to the following:

- The amount of investment or original cost of the property to become nonconforming;

- The present, actual or depreciated value of this property;

- The dates of construction of the property;

- The amortization already determined, if any, for taxation purposes;

- The salvage value of the property;

- The remaining useful life of the property;
- The length and remaining term of the lease under which the property is maintained;
- The harm to the public if the structure remains standing beyond the prescribed amortization period;
- The nature of the surrounding neighborhood, and the value and condition of the improvements on neighboring premises;
- The nearest area to which the petitioner might relocate as a permitted use;
- The cost of such relocation;
- The relative value of the land and of the improvements separately; and,
- Any other reasonable costs which bear upon the kind and amount of damages which the petitioner might sustain.

Within the University Avenue corridor, it is recommended that the date of commencement of any nonconformity for abatement purposes be the date of issue of a formal notice of nonconformity by the City to the landowner.

In addition to any core program of nonconforming use amortization and abatement, the City Council should give consideration to a process, such as through conditional use permits, whereby existing, nonconforming uses along University Avenue may seek modification and/or suspension of amortization proceedings subject to either specified property improvements being accomplished, or certain use conversions taking place. The Avenue's extensive base of motels represents one category of potential physical upgrading and/or conversion opportunities which, if made available, could result in significant visual improvement to the corridor.

Since a demonstrable upgrading of University Avenue is an important short-term objective of this Plan, such an adjunct to the contemplated amortization provisions could be a meaningful incentive to induce the upgrading and improvement of nonconforming uses. In particular, consideration should be given to establishing a framework in any permit process for applying both "operational" and "physical" improvement requirements which together can

heighten the viability of the Avenue and its prospects for attaining long-term economic transformation consistent with the Specific Plan's goals and objectives.

(4) Conditional Use Permits Required. For all uses operating without a valid conditional use permit as of the date of adoption of this Specific Plan, which use requires such a permit subsequent to the plan, shall file application for a conditional use permit within 90 days of notification of nonconformity.

(5) Notification of Nonconformity. Successful implementation of this plan is predicated upon the notification of land use owners and operators, including property owners, of the City's determination that a nonconformity exists on a particular property.

9.4.2 Project Review Procedures

Successful implementation of the various land use regulations, standards and guidelines contained in this Specific Plan is predicated upon effective project review procedures in connection with routine review and approval of development proposals. Specifically, the plan requires:

- Rigorous review of all projects;
- Conformance with the Specific Plan for all development and business approvals;
- Authority to establish appropriate conditions of approval to ensure conformity with the plan;
- Durability of approved projects/conditions of approval;
- Responsibility of land owners and project applicants/operators, including:
    - Owners and applicants required to acknowledge acceptance of approval/conditions;
    - Conditions of approval may not be modified except by subsequent city action; and,
    - Land owners and applicants are jointly responsible to ensure adherence to conditions of approval

- Design review and approval is deemed a discretionary action for purposes of project review;
- Project approvals are conditional upon fulfillment of stipulated conditions;
- City may initiate reexaminations of project approvals;
- Certificates of occupancy required for all new and modified uses; and,
- It shall be a violation of law to fail to comply with a conditional use permit issued in accordance with this Specific Plan and the Zoning Code.

9.5 Toward a New Urban Agenda

9.5.1 University Avenue in Its Broader Context

Although this specific plan has focused on University Avenue, a narrow ribbon stretching between giant anchors, UCR and Downtown, in reality, the corridor needs to be seen part-and-parcel with the Eastside Community which flanks the Avenue over most of its course. As goes the Eastside, so too will go University Avenue.

Perhaps so telling in this regard was a comment made by a University Avenue restaurant owner. She observed that despite her best efforts to maintain an attractive business establishment, street people--panhandlers, substance abusers, loiterers, people with time on their hands, and others--were driving business away. Regular and stable customers were beginning to avoid the facility in alarming numbers because they were avoiding the problems of the Avenue.

To the extent that the urban fabric of University Avenue mirrors conditions in its adjoining areas, success in reversing the economic decline of the Avenue will be determined by policies applied to both the Avenue and its surrounding community. In this sense, a new urban order for University Avenue will ultimately be reflected in actions that deal with core urban issues--jobs, housing, education, family, child care, self-esteem, empowerment and so forth. The cancers of urban life--unemployment, poverty, poor education, substance abuse, racial and cultural intolerance, gangs, and other contemporary social problems--manifest themselves in our surroundings. Success in dealing with University Avenue and its urban ills means having an understanding of its root causes.

9.5.2 Promoting Positive Economic Activity

Location and Diversity--An Advantage

Riverside is a socio-economically diverse city, one that reflects a broad makeup of groups, incomes, and backgrounds. Riverside's makeup is reflected not only in its people, but in its businesses as well. In other words, business investment in the city--and along University Avenue will reflect the diversity of the city. Business investment on the Avenue cannot reflect single-focused purposes; it can no more be expected to cater exclusively to upper income shoppers any more than it can be sustained largely by a tourist trade as it was in its heyday. Yet, despite this somewhat obvious recognition, business investment decisions are being driven, to a large extent, by how University Avenue is perceived, rather than by what it can be.

An illustration of how perceptions influence investment decisions can be found with the shopping center complex located at the University/Chicago intersection. Market studies by potential users all to frequently conclude that the general area lacks the retail sales potential or the physical appearance to warrant a major investment in new facilities. Even when marketing data reveals that the intersection is within generally accepted driving distances of established markets and trade areas, University Avenue cannot compete against other locations--areas such as Magnolia Center or Canyon Crest. This condition appears true even when there is evidence of pent-up capacity for certain types of retail facilities.

A Supply vs. Demand Enigma

Certainly, one message that comes from this is that University Avenue must be perceived as a place worthy of doing business. If nothing else, the first image which is communicated to potential users when they see the Avenue is crucial "first impression" on which subsequent investment decisions may turn. Yet, a seemingly enigmatic dilemma exists in securing stable economic activity. Does the investment in new business come first and the patrons naturally follow, or does the demand have to exist first for business investment to follow? In reality, both will probably occur together once University Avenue is perceived as changing for the better.

A New Urban Order

The most fundamental underpinning of the Specific Plan is to bring about a change in direction for the future of University Avenue. Indeed, this chapter of the plan begins by restating the components of the plan which make up its "core" areas, followed by a discussion of those additional implementation strategies which can yield a comprehensive approach to University Avenue's revitalization.

The discussion (and the plan), however, would be incomplete without mentioning the importance of public safety issues as they relate to the perception of University Avenue. The desirability of University Avenue as a place to shop, dine, or buy other goods and services, is directly influenced by patrons' beliefs that the Avenue is a safe place to be. Signs of possible criminal activity, graffiti, run-down properties can quickly establish an area's reputation as being undesirable, and thereby harm the business climate of the street. Moreover, UCR's ability to successfully attract and retain both students and staff is also linked to the fortunes of University Avenue and the perception of safety at the "doorstep" to the campus.

Success in implementing the Specific Plan and fully realizing the revitalization benefits envisioned by the plan also requires a sustained, if not heightened, commitment to public safety concerns. It is imperative that University Avenue be perceived as a safe place to be by both patrons and prospective businesses. Moreover, since business activity generates much of the taxes that support city services, it is important that the business health of the Avenue be regarded as a vital component of the city's overall fiscal health.

9.5.3 Locally-Based Community Action

The Mayor's Task Force for University Avenue, made up of business people, property owners, residents of the Eastside community, and City Staff has been actively working to improve the social and crime problems along University Avenue. Through its efforts, police and code enforcement activities have increased in the area and have had a noticeably positive effect on the Avenue. These activities must continue, at a minimum, at the current level of effort until a critical mass of key projects are implemented, and there is an overall change in the visual, economic, and social environment. Other opportunities exist to build on this effort, such as volunteer police patrols, paintbrush programs, retail business associations and other programs rooted in community activism.

9.5.4 Eastside Community Planning

Because this Specific Plan focuses on University Avenue, this implementation section, out of necessity, focuses on implementation actions for the Avenue itself. Nevertheless, a central thesis of the Specific Plan is to set the stage for a continuation of actions by articulating the critical need for a major update of the Eastside and University Community Plans--components of the Riverside General Plan. The planning process which would take place with the updates would set the stage for advancing the somewhat limited scope of the Specific Plan to the next logical level of urban analysis--incorporating the broad needs of the greater Eastside community into a cohesive and deliberate urban agenda.

9.5.5 Custodian of the Vision

While a conscience attempt has been made through this Specific Plan to make the process which it embodies as self-executing as possible, the problems associated with University Avenue will require a "custodian of the vision." To be sure, City action in continuing the planning process through to its next logical level--an updated community plan--will maintain a sharp focus on the area. Similarly, Riverside's active redevelopment efforts will help ensure ongoing attention.

Beyond these largely "process-oriented" systems for helping to ensure that ongoing attention is directed to plan implementation, existing interest groups such as community and business committees have the potential to function as key leaders in providing the City with feedback and guidance on plan implementation and helping to ensure that the plan is kept active and current.

Another opportunity for the City is to schedule predictable reviews of the progress of plan implementation. For example, annual progress reviews coupled with formal updates at three- to five-year intervals would help to ensure that momentum is not lost on implementation and would help avoid an unacceptable dating of the plan's relevance to the conditions affecting the Avenue.

9.5.6 A Short List for Immediate Implementation

Soon after adoption of the Specific Plan, the City should embark on a "short list" of immediate implementation actions. The selected actions should represent both an immediate and manageable action agenda. The results of the effort should be a short-term visible change in the character of the Avenue, and rooting of what will become a

sustainable, ongoing revitalization effort. It is recommended that the City cause such a short list of projects to be prepared in conjunction with its normal goal setting, project prioritization, and budgeting processes.

9.6 Administration of the Specific Plan

The Specific Plan, primarily in Sections 4.0 and 5.0, establishes development standards for land use, site planning, landscaping, streetscape, circulation and design. The plan will be implemented by the Development Department and the Planning Department, through their normal processes.

The design standards and guidelines, Section 6.0, specifically identifies how projects are to be designed to be compatible with, and enhance, University Avenue. The design guidelines will be implemented through the City's Design Review process.

This section of the Specific Plan describes the processes which are necessary for administration and implementation of the plan, its objectives and component parts.

9.6.1 Approval Process for the Specific Plan

Section 4.0 of the University Avenue Specific Plan indicates draft Land Use designations of the General Plan for the Specific Plan area. Land Use designations for the Specific Plan are consistent with these designations with an exception as to intensities for Consolidated Block Development. This may need to be amended in the General Plan as well as the circulation element in order to reflect the streetscape concept. The Specific Plan portions of the University Community Plan and the Downtown/Central Industrial Development Implementation Plan are superseded by this plan for Subdistricts 1 through 4. To avoid confusion, a note should be placed in these plans, indicating that the University Avenue Specific Plan modifies portions of the plans' recommendations.

9.6.2 Specific Plan Amendments

Amendments to the Specific Plan require review and approval by the City of Riverside Planning Commission, and the City Council. Such amendments are governed by the California Government Code, §65500, which requires an application and fee submitted to the Riverside Planning Department stating in detail the reasons for the proposed amendment.

9.6.3 Amendment to the Zoning Code - Relationship to the Specific Plan

Any amendments to the Zoning Code made after the date of adoption of the Specific Plan shall be presumed to govern the Specific Plan in matters of conflict or silence on the part of the Specific Plan, unless the Specific Plan is otherwise amended.

9.6.4 Development Site Plans

All development plans shall be subject to review and approval by the City of Riverside Design Review Board. Applicants for development should consult with the City of Riverside Planning Department for Design Review Board submittal requirements (§19.62 of the Zoning Code) and scheduling.

9.6.5 Environmental Evaluation

All proposed development applications must be accompanied by the environmental information as required within the provisions of Article 5 of the California Environmental Quality Act (CEQA) and all applicable ordinances and resolutions of the City of Riverside.

9.6.6 Appeals

An appeal from any determination, decision, or requirement of staff, Design Review Board or the Planning Commission shall be made to the City Council in conformance to the appeal procedures established by Title 19.

Appendix A

Land Use Inventory

June, 1991

UNIVERSITY AVENUE LAND USE INVENTORY
Key to Inventory Headings

Assessor's Map - Book, Page, Parcel
Book, Page and Parcel Number information listed as indicated in page copies of Riverside County Assessor's Book and/or as indicated on aerial photography blueprints of University Avenue Streetscape Design & Implementation Plan, City of Riverside, Department of Public Works.

Property Ownership
Ownership Information listed as indicated in University Avenue Interim Zoning 300-Foot Radius Mailing List, City of Riverside Report No. PLP038-8. Blank space indicates ownership not determined.

University Avenue Address
Address information listed as indicated on building facade, if any; and if not, by statement of building occupant during on-site survey.

Occupancy
Occupancy information listed by sign copy on building facade, if any; and, if not, by statement of building occupant, if any; and if not, by observation.

Land Use
Land use categories listed by general class of land use for grouping purposes, not by specific land uses category of the Riverside Zoning Code.

Zoning
Zoning information listed as indicated on Zoning Maps provided by City of Riverside.

University Avenue Frontage
Frontage along University Avenue measured in lineal feet rounded up to nearest foot, listed as indicated on Assessor's Maps, if legible; and if not, as indicated on aerial photography blue prints of University Avenue Streetscape Design & Implementation Plan, City of Riverside, Department of Public Works. Some corner lots list a frontage measurement plus an undetermined corner radius (+ r).

Setback From Curb
Setbacks from University Avenue curb and adjacent side street curb for corner lots listed as determined by measurement during on-site survey and/or by measurement of 1"=20' scale maps of aerial photography blueprints of University Avenue Streetscape Design & Implementation Plan, City of Riverside, Department of Public Works. Distances are approximate. Substantial approximations so indicated (±).

Parking Spaces
Parking spaces for parcels with University Avenue address determined by counts during on-site survey and/or by counts on aerial photographs. Number of spaces is approximate.

University Avenue Curb Cuts
University Avenue curb cuts listed as determined by measurement during on-site survey and/or by measurement of 1"=20' scale maps of aerial photography blueprints of University Avenue Streetscape Design & Implementation Plan, City of Riverside, Department of Public Works. Fraction, if any, indicates number of parcels sharing common driveway/curb cut; lineal footage listed indicates curb cut or portion thereof on the parcel.

Signs
Signs listed by types as determined by on-site survey and/or inspection of photographic survey prints.

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - SOUTH: Page 1 of 6

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Park Avenue											
211 13 132-001	Century Mark Development, Inc. 2860 University Ave. Riverside, CA 92507	2870	S & W Stores (Waterbeds, Plastics, Containers)	Retail Commercial	C-2	120.0'	17	38	14	1 - 17'	2 Advertising Billboards Facade - Plastic Window - Readerboard
211 13 132-024	Donald M. Wilson 5996 Victoria Ave. Riverside, CA 92507	-	S & W Stores (Addition)	Retail Commercial	C-2	83.5'	17	-	-	1 - 27' 1 - 23'	Window - Multiple
211 13 132-004	Wally D. Schwartz 4342 Bandini Riverside, CA 92507	-	Vacant Land	Vacant	C-2	36.5'	17	-	-	None	None
211 13 132-005	Teresa K. Hobson 10740 Mercer Ave, Riverside, CA 92505	-	Vacant Land	Vacant	C-2	60'	17	-	8	1 - 12'	None
211 13 132-006	Robert A. Kerl 918 Crescent Dr. Monrovia, CA 91016	-	Unoccupied Building	Vacant	C-2	60'	39	-	-	1 - 12' 1/2 - 14'	None
211 13 132-007	Sotiris S. Zafiris P.O. Box 2372 Riverside, CA 92516	2770	The Lucky Greek	Restaurant - Drive Thru	C-2	120'	17	-	18	1/2 - 14' 1 - 26'	Monument Roof - Banner Facade - Multiple
211 13 132-008	Edward B. Cooper 2066 Carlton Pl. Riverside, CA 92507	2730	Unoccupied Building	Vacant	C-2	60'	43	-	-	1 - 11'	None
211 13 132-009	William C. Safranek P.O. Box 94 Rimforest, CA 92378	2710	Hermanos Market	Retail Commercial	C-2	60'	17	38	14	None	Pole Facade Window - Multiple Poster/Neon
Victoria Avenue											

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - SOUTH: Page 2 of 6

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Victoria Avenue											
211 13 133-019	Zuma Trading, Inc. 6910 Oslo Circle, Suite 206 Buena Park, CA 90621	2658	Ultramar Gas Station	Auto Service	C-2	80' + r	48	14	4	1 - 23' 1 - 27'	Facade
211 13 133-003	Pacific Insurance Agency, Inc. c/o Max Gelwix P.O. Box 20160 X San Diego, CA 92120	2616	Unoccupied Building	Vacant	C-2	60'	43	-	3	1 - 14'	Advertising Billboard Freestanding - For Sale
211 13 133-004	Pricilla Contreras 504 N. Orange St. Riverside, CA 92501	2586 2584 2582	Multi-Family Residence (3)	Multi-Family Residential	C-2	60'	46	-	3	1/2 - 9'	Freestanding - For Sale
211 13 133-005	Johnnie L. Smith c/ Barbara Smith P.O. Box 5434 Riverside, CA 92507	2562	Single-Family Residence	Single-Family Residential	C-2	60'	43	-	5	1/2 - 18'	Advertising Billboard
211 13 133-021	Sandra Edsell 22721 Palm Ave., No. C Grand Terrace, CA 92506	2512	M & F Muffler	Auto Service	C-2	72' + r	17	4	8	1 - 29'	Pole Facade - Raised Letter Facade - Painted
Sedgwick Avenue											
221 02 021-021	Kilbert L. Duncan 2391 9th St. Riverside, CA. 92507	2472 2460 2424	Zacateca's Cafe USI Adela's Beauty Salon	Restaurant Warehouse Storage Retail Commercial	C-2	117'	17	4	23	None	Facade - Plastic Facade - Plastic Facade - Plastic
221 02 021-008	James L. Schleuter 5703 Anna St. Riverside, CA 92506	-	Vacant Land	Vacant	C-2	59'	15	-	-	None	None

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - SOUTH: Page 3 of 6

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
221 02 021-007	Corona General Fund, Inc. P.O. Box 512 Corona, CA 91718	2392	Single-Family Residence	Single-Family Residential	C-2	50'	43	32	2	None	None
221 02 021-006	Dalie Ahrens 2378 University Ave. Riverside, CA 92507	2378	Single-Family Residence	Single-Family Residential	C-2	50'	43	-	3	None	None
221 02 021-005	Frank C. McClanahan c/o Heyming & Johnson Prop. Mgmt. 7130 Magnolia Ave., Suite N Riverside, CA 92504	2364 2362 2360 2358	Multi-Family Residence (4)	Multi-Family Residential	C-2	50'	43	-	5	None	None
221 02 021-004	Frank C. McClanahan c/o Heyming & Johnson Prop. Mgmt. 7130 Magnolia Ave., Suite N Riverside, CA 92504	2350	Karl's Art World Single-Family Residence (Above)	Retail Commercial Single-Family Residential	C-2	50'	43	-	3	None	Painted Board Leaning on Porch
221 02 021-003	Donnie O. Turner P.O. Box 56159 Riverside, CA 92517	2336	Single-Family Residence	Single-Family Residential	C-2	50'	43	-	14	None	None
221 02 021-002	Gerta Schultz 3845 Eucalyptus Ave. Riverside, CA 92507	2322	Unoccupied Building	Vacant	C-2	50'	15	-	2	None	None
221 02 021-001	Jose Parga 2586 N. Main St. Riverside, CA 92501	2308	Mariscos	Restaurant	C-2	42'	15	15	2	None	Pole Roof Banner Flags

Eucalyptus Avenue

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - SOUTH: Page 4 of 6

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Eucalyptus Avenue											
221 02 022-032	McDonalds Corporation c/o McDonaldsCorporation 004/0117 P.O. Box 66207 AMF O'Hare Chicago, IL 60666	2242	MacDonalds	Restaurant - Fast Food	C-2	315'	55	173	62	1 - 34' 1 - 40'	Pole 2 Monuments Window - Multiple Painted/Poster
221 02 022-026	Maggard Enterprises 121 Lafayette Ave. Lexington, KY 40502	2200	Long John Silver's Seafood Shoppe	Restaurant	C-2	150'	39	-	32	1 - 18' 1 - 18'	Roof Monument Window - Painted
221 02 022-002	Venokumar Nathraj 2140 University Ave. Riverside, CA 92507	2140	Skylark Motel	Motel	C-2	100'	39	-	19	1 - 20' 1 - 27'	Monument Facade Window - Multiple Poster
221 02 022-027	West One Bank 4000 Kruse Way, Pl. No. 2-225 Lake Oswego, OR 97035	2100	Riverside Car Wash	Auto Service	C-2	90' + r	40	17	-	1 - 52'	Pole
Kansas Avenue											
221 04 040-025	City of Riverside	2060	Bobby Bonds Park / Sports Complex (Riverside Community Center)	Park	O	561' + r	20	15 12	93	None	2 Monuments
Douglass Avenue											
221 05 051-046	Wetzel Coil & Solberg 8190 Auto Dr Riverside, CA 92504	1970	Alcohol Program, Riverside County Dept. of Mental Health	Institutional	C-2	208' + r	51	57 140	31	1 - 35'	Door
Dwight Avenue											

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - SOUTH: Page 5 of 6

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Dwight Avenue											
221 05 052-001	Aileen C. Adams 1545 Wilshire Blvd. Los Angeles, CA 90117	1940	Chief Auto Parts	Auto Service	C-2	25'	89	20	8	1 - 16'	Roof Window - Multiple Poster/Painted
221 05 052-002	Narayan Amba Patel 1910 University Ave. Riverside, CA 92507	2009	Welcome Inn	Motel	C-2	68'	52	15	21	1 - 19' 1 - 17'	Pole
Ottawa Avenue											
221 06 061-005	Telegraph & Colima Assoc. P.O. Box 48291 Los Angeles, CA 90048	1886	Church's Fried Chicken	Restaurant	C-2	101' + r	52	89	14	1 - 35'	Roof Window - Multiple Poster/Painted
221 06 061-003	Sam Menlo 501 S. Fairfax Ave. Suite 201 Los Angeles, CA 90036	1860	University Lodge (Portion) Little Bit of Saigon Restaurant	Motel Restaurant	C-2	240'	53	-	75	1 - 31' 1 - 31'	Pole - Multiple Facade
221 06 061-004	Sam Menlo 501 S. Fairfax Ave. Suite 201 Los Angeles, CA 90036	1860 1810	University Lodge (Portion) University Carwash	Motel Auto Service	C-2	268'	75 91	- -	87 -	1 - 34' 1 - 17'	Door - Multiple Pole Facade - Multiple Painted/Banner
221 07 070-002	Mark A. Spiegel c/o Albert A. Spiegel 211 Spaulding Dr. Beverly Hills, CA 90212	-	Vacant Land	Vacant	C-2-D	150'	-	-	-	1 - 36'	None

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - SOUTH: Page 6 of 6

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Setback fm Curb Side St.	Pkg Spaces	Univ. Ave. Curbcuts	Signs
221 07 070-001	Mark A. Spiegel c/o Albert A. Spiegel 211 Spaulding Dr. Beverly Hills, CA 90212	1756	Pan's Restaurant Town Square Shopping Center Thrifty (3849 Chicago) Radio Shack (3907 Chicago) Kennedy's Beauty Shop (3907A Chicago) UC Discount (3911 Chicago) H&R Block (3955 Chicago) Chicago Lawnmower (3961 Chicago) Deluxe Cleaners (3969 Chicago) Esquire Barber (3971 Chicago) Levon Shoe Repair (3973 Chicago) Children's Clothing (3975 Chicago) SuperSaver Market (3981 Chicago)	Restaurant Retail Commercial/Parking	C-2-D P-D	436'	155	160	530	1 - 39' 1 - 36' 1 - 31'	Pole Monument Facade - Multiple Window - Multiple Painted/Poster

Chicago Avenue

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO I-215 - NORTH: Page 1 of 4

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Chicago Avenue											
250 17 170-010	Bank of America Natl Tr & Svgs Assn c/o Tax Dept No. 3245 P.O. Box 37000 San Francisco, CA 94137	1691	Bank of America	Office	C-2-D C-3-D	178'	20	10	51	1 - 31'	Facade - Name, Raised Letter Window - Multiple, Hand Painted Pole - Name
250 17 170-017	Redlands Federal Svgs & Loan Assn P.O. Box 3260 Redlands, CA 92373	1651	Redlands Federal Bank	Office	C-2	232'	50	-	60	1 - 31' 1 - 25'	Facade - Name, Raised Letter Pole - Name
250 17 170-008	Margaret H. Weatherly c/o M.H. & J.D. Weatherly P.O. Box 10556 Colton, CA 92324	1635	Arbys	Restaurant - Fast Food	C-2	120'	60	-	42	1 - 24' 1 - 22'	Advertising Billboard Monument - Name/Logo Window - Misc. Advertising Window - Address, Open
250 17 170-007	Frank A. Knittel 5553 Ave Juan Bautista Riverside, CA 92509	1605	Kawasaki of Riverside	Retail Commercial	C-2	80'	17	-	17	1 - 35'	Facade - Name, Raised Letter Facade - Product, Plastic Facade - Raised Ltr, Painted Over Pole - 2 Name Signs; 1 Stacked
250 17 170-036	Joan Knight 317 Nassau Rd. Costa Mesa, CA 92626	1575	Mr. Beasley's Antiques	Retail Commercial	C-2	301'	50	-	13	1 - 12' 1 - 31'	Facade - Name, Hand Painted Window - Address, Painted Window - Open Facade - Address; Leaning Board
250 17 170-005	James L. Magnuson 1555 University Ave. Riverside, CA. 92507	1555 1535	Les Magnuson Tire & Wheel Service Joes Starlight Barber Shop	Auto Service Retail Commercial	C-2	150'	50 43	- -	19 4	1 - 31' 1 - 24'	Facade - Multiple, Painted Roof - Name, Hand Painted
250 17 170-004	Joan Knight 317 Nassau Rd. Costa Mesa, CA 92626	1521	Budget Rent-a-Car	Auto Services	C-2	149'	22	100	19	None	Facade - Removed Sign Color Var. Pole - Name, Logo
Cranford Avenue											

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO I-215 - NORTH: Page 2 of 4

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Cranford Avenue											
250 19 190-035	Riverside National Bank c/o Bonnie M. Masters P.O. Box 1279 Riverside, CA. 92502	1485	Riverside National Bank	Office	C-2	183' + r	55	40	36	1 - 25' 1 - 15'	Pole
250 19 190-029	Harry H. Chan 16173 Saddlecrest Pl. Riverside, CA 92504	1445	Chan's Oriental Cuisine	Restaurant	C-2	150'	50	-	83	1 - 22' 1 - 24'	Monument
250 19 190-011	Bhagu Patel c/o Sage & Sand Motel 1971 Univesity Ave. Riverside, CA 92507	1443	Discount Liquor/Grocery	Retail Commercial	C-2	55'	50	-	15	1 - 22'	Pole Facade - Plastic Multiple Window Posters
250 19 190-010	Pablo Buenafe c/o Lamberto Infante 5829 Lake Lindero Dr. Agoura, CA 91301	1435	Hacienda Motel	Motel	C-2-D	200'	50	-	48	1 - 25' 1 - 35'	Pole
250 19 190-009	Isidore Camou 1393 Univesity Ave. Riverside, CA. 92507	1390	The Farm House Motel	Motel	C-2-D	67'	50	-	23	1 - 50'	Pole Logo - Well
250 19 190-008	Joseph P. Aguilar 746 N. University Dr. Riverside, CA 92507	1377 1365	Vacant Office Templo del Sol (Mexican Food)	Restaurant	C-2-D	114'	50 50	- -	4 53	1 - 35'	Window Pole, Facade, Multiple Window
250 19 190-003	Riverside Partnership Attn: Chuck Keagle 8689 9th St. Cucamonga, CA 91730	1333 1329	Cask'n Cleaver Lord Charleys	Restaurant Restaurant	C-2-D	44'	±275 ±315	- -	123	1 - 25'	Facade Facade

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO I-215 - NORTH: Page 3 of 4

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
250 19 190-007	Riverside Partnership c/o C & C Services, Inc. 8689 9th St. Cucamonga, CA 91730	-	Restaurant Parking (Cask'n Cleaver & Lord Charleys)	Parking	C-2	85'	22	-	30	1/2 - 20'	Pole
250 19 190-006	Donald D. Brown 2475 Sunset Dr. Riverside, CA 92506	1345	Office Building Mr. D Hairstyling Studio Dr. E. B. Cooper, Optometrist Farmer's Insurance Co. Vacant Office	Professional Office	C-2	58'	72	-	16	1/2 - 8'	Pole Multiple Facade Banner Temp. - For Lease Multiple Window
250 19 190-037	San Diego Trust & Svgs Bank c/o Marriott Corp Rest 134 10400 Fernwood, Dept. 924.13 Bethesda, MD 20814	1303	Bob's Big Boy	Restaurant	C-2-D	190' + r	28	20	72	1 - 27' 1 - 40'	Pole Facade
Iowa Avenue											
250 25 250-006	Exxon Corp P.O. Box 53 Houston, TX 77001	1299	Unoccupied Building	Vacant	C-2-D	140' + r	40	50	14	1/3 - 26'	Freestanding - For Sale
250 25 250-015	Hy Rosen Prop Inc. (Verify Ownership) c/o H. Rosen 1000 Via Pintada, No. 3D Riverside, CA. 92507	-	Love's Access & Parking	Driveway & Parking	C-2-D	30'	15	-	4	1/3 - 30'	Pole
250 25 250-014	Hy Rosen Prop Inc. c/o H. Rosen 1000 Via Pintada, No. 3D Riverside, CA. 92507	1255 1245	Del Taco Dennys	Restaurant Restaurant - Fast Food	C-2-D	189'	44 60	- -	133	1/3 - 4' 1/2 - 28'	Pole, Facade Pole, Facade, Window - Painted

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO I-215 - NORTH: Page 4 of 4

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
250 25 250-004	Texaco Refining & Marketing, Inc. c/o Tax Dept. P.O. Box 7813 Universal City, CA 91608	1221	Texaco Gas Station	Auto Service	C-2-D	150'	48	-	-	1/2 - 7' 1/2 - 17'	Monument Facade
250 25 250-003	Royal Neighbors of America c/o Howard Johnson Co. P.O. Box 2746 Fairfield, NJ 07007	1201 1201 1199	Herbie K Diner Bumper's Bar Howard Johnson Lodge	Restaurant Restaurant Motel	C-2-D	280'	99 99 93	- - -	200	1/2 - 37' 1 - 26'	Facade Facade Facade, Pole
250 25 250-002	Mobil Oil Corp. Property Tax Dept. P.O. Box 290 Dallas, TX 75221	1147	Mobil Gas Station & Car Wash	Auto Service	C-2-D	200' + r	43	-	9	1 - 34' 1 - 31'	Pole Facade

I-215

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO GAGE CANAL - SOUTH: Page 1 of 5

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Chicago Avenue											
253 02 020-001	Citizens National Co. Pacific SW Realty Co c/o Corp Tx Hq P.O. Box 2097 Term Annex Los Angeles, CA 90051	1680	Security Pacific Bank	Office	C-2-D C-3-D	166	50	40 -	68	1 - 37'	Pole Facade Window
253 02 020-005	Lerner Developments Inc. c/o WCW 655 N. Alvernon, Suite 111 Tucson, AZ 85711	1666	Wendy's	Restaurant	C-2	124'	45	-	26	1 - 15' 1 - 15'	Facade Monument
253 02 020-003	Arvind M. Patel 1616 University Ave. Riverside, CA 92507	1616	Highway Host Motor Inn	Restaurant - Fast Food	C-2	300'	10	-	44	1 - 27' 1 - 27'	Pole - Multiple w/Readerboard Facade Banners
253 02 020-011	Riverside New Century, Inc. c/o New Century Enterprises 530 W. Valley Blvd. Alhambra, CA 91803	1590	Hampton Inn	Motel	C-2	165'	50	-	138	1 - 31' 1 - 31'	Facade Monument
253 02 020-012	Rancho Commercial Partners VI c/o Daniel Leimel 6529 Riverside Ave., Suite 150 Riverside, CA 92506	-	Vacant Land	Vacant	C-2	188'	10	-	-	None	None
253 02 020-013	Days California Riverside Ltd Partners c/o Tollman Hundley Hotels 730 5th Ave. New York, NY 10019	1510	Days Inn	Motel	C-2	259'	50	-	177	1 - 31'	Facade - Raised Letter
Cranford Avenue											

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO GAGE CANAL - SOUTH: Page 2 of 5

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Cranford Avenue											
253 03 030-017	Union Oil Co of Calif c/o Tax Div P.O. Box 7600 Los Angles, CA 90051	1490	Union Oil Gas Station	Office	C-2-D	150' + r	50	70	14	1 - 40' 1 - 40'	Pole Facade Multiple Window - Hand Painted
253 03 030-002	Harkey University Center c/o Rollnick Dev & Inv Co. 3043 10th St., Suite 700 Riverside, CA 92501	1450	Shopping Center		C-2-D	228'			104	1 - 44'	Monument Facade - Multiple Window -Multiple, Hand Painted
			Baker's Drive Thru	Restaurant - Fast Food			85	-			
			Take Out Don Don	Restaurant - Fast Food			110	-			
			Baskin-Robbins Ice Cream	Retail Commercial			120	-			
			Faisal Market (Arabic Food)	Retail Commercial			±175	-			
			The Hair Salon	Retail Commercial			±175	-			
			Greenway Insurance	Office			±175	-			
			Ralph Salisbury, Optometrist	Office			±175	-			
			Riverside Insurance Agency	Office			±175	-			
			Chicago Bike	Retail Commercial			±175	-			
			Marcello's Pizza	Retail Commercial			±175	-			
			Vacant Office	Office			±175	-			
			Landmark Financial	Office			±175	-			
			Vacant Office	Office			±175	-			
			Progress Realty	Office			±175	-			
			Help-U-Sell Realty	Office			±175	-			
253 03 030-014	Grover G. Moss 1428 University Ave. Riverside, CA 92507	1420	Taco Bell	Restaurant - Fast Food	C-2-D	125'	50	-	31	1 - 19' 1 - 26'	Monument Facade
253 03 030-015	Grover G. Moss 1428 University Ave. Riverside, CA 92507		Taco Bell Offices Riverside	Office	C-2-D	None	±250	-	14	Shares w/above	Facade Window
		1430	Archer Engineering								
		1428	Taco Bell Training Center								
		1426	Taco Bell Office								
		1424	Taco Bell Office								
		1422	Taco Bell Office								

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO GAGE CANAL - SOUTH: Page 3 of 5

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
253 03 030-016	Harry H. Chan 1414 University Ave. Riverside, CA 92507	1414	Harry C's	Restaurant	C-2-D	125'	50	-	64	1 - 21'	Monument Readerboard Above Entry
253 03 030-013	Maurice M. Weiss 9171 Wilshire Blvd., Suite 627 Beverly Hills, CA 90210	1360	El Gato Gordo Mexican Restaurant & Cantina	Restaurant	C-2-D	141'	50	-	171	1 - 27'	Monument Facade
253 03 030-007	Maurice M. Weiss 9171 Wilshire Blvd., Suite 627 Beverly Hills, CA 90210	1350	American Motelodge	Motel	C-2-D	150'	50	-	85	1 - 27' 1/2 - 8'	Pole Facade
253 03 030-008	Paul J. Brazeau c/o Delta Enterprises 27762 Forbes Rd., Suite 11 Laguna Niguel, CA 92677	1320	International House of Pancakes	Restaurant	C-2-D	147'	40	-	41	1/2 -15' 1 - 21'	Awning Window Monument
253 03 030-009		1308	Shell Gas Station	Auto Service	C-2-D	104' + r	30	40	24	1 - 24' 1 - 37'	Pole Facade Multiple Banner Multiple Window
Iowa Avenue											
253 05 050-001	Thrifty Oil Co. 10000 Lakewood Blvd. Downey, CA 90240	1294	Thrifty Gasoline	Auto Service	C-2-D	125' + r	50	60	10	1 - 36' 1 - 31'	Pole Monument Facade
253 05 050-002	Allstar Inns Operating LP P.O. Box 3070 Santa Barbara, CA 93130	1260	Allstar Inns	Motel	C-2-D	None	±200	±30	59	None	Pole - at University Ave. Access Facade

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO GAGE CANAL - SOUTH: Page 4 of 5

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave. Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
253 05 050-012	Breezy Production, Inc. c/o Carl Karcher Enterpises P.O. Box 4349 Anaheim, CA 92803	1250	Carl's Jr.	Restaurant	C-2-D	189'	70 -	48	1 - 29'	Roof Facade Window - Multiple
253 05 050-018	RIC 76 Ltd c/o RIC 76 Ltd 220 W. Crest St. Escondido, CA 92025	1246	Der Weinerschnitzel	Restaurant - Fast Food	C-2-D	100'	72 -	18	1 - 31'	Monument Awning Window
253 05 050-020	Sizzler Family Steak Houses c/o Property Tax Consultants 3336 E. 32nd St., Suite 217 Tulsa, OK 74135	1242	Sizzler	Restaurant	C-2-D	111'	50 -	28	1 - 23'	Facade
253 05 050-021	Sizzler Family Steak Houses c/o Property Tax Consultants 3336 E. 32nd St., Suite 217 Tulsa, OK 74135	-	Sizzler Parking	Parking	C-2-D	None	300 -	34	None	None
253 05 050-005	BRS Realty Co. c/o S. Schahet & Co. 9333 N. Meridian, No. 203 Indianapolis, IN 46260	1200	Holiday Inn	Motel	C-2-D	250	105 -	205	1 - 33' 1/2 - 28'	Pole Facade

UNIVERSITY AVENUE LAND USE INVENTORY

CHICAGO AVENUE TO GAGE CANAL - SOUTH: Page 5 of 5

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave. Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
253 05 050-006	Regents of the University of California 2199 Addison St., Rm 615 Berkeley, CA 94720	1160	Univesity of California Personnel Labor Relations	Institutional	C-2-D	0	85 -	19	None	Facade Monument
253 05 050-007	Regents of the University of California 2199 Addison St., Rm 615 Berkeley, CA 94720	1160	Univesity of California Personnel Labor Relations	Institutional	C-2-D	367'	±127 -	131	1/2 -60'	Facade

Gage Canal

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 1 of 8

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Park Avenue											
211 13 131-031	White's Black Gold Oil Co. P.O. Box 3757 Pomona, CA 91761	2871	Black Gold Gas Station & Mini Mart	Auto Service	C-2	87' + r	70	42 -	16	1 - 35'	Monument Roof Facade - Address
211 13 131-026	DeVonne W. Armstrong 2833 University Ave. Riverside, CA 92507	2851	Multi-Family Residence (2)	Multi-Family Residential	C-2	60'	46	-	-	1 - 10'	None
211 13 131-032	DeVonne W. Armstrong 2833 University Ave. Riverside, CA 92507	2833	DeVonne Armstrong Realtor	Professional Office	C-2	60'	46	-	8	1 - 10'	Board Leaning Against Foundation
211 13 131-024	Ray P. Delgadillo 33235 Zeiders Rd. Sun City, CA 92355	2811 - 2815	Barberia Sarah's Boutique Residence (Rear of Building)	Retail Commercial Retail Commercial Single-Family Residential	C-2	60'	17	-	8	1 - 15'	Facade, Window - Open/Closed Roof; Multiple Window - Painted None
211 13 131-023	James H. Ponder 4895 Victoria Ave. Riverside, CA 92507	2791	Unoccupied Building	Vacant	C-2	60'	39	-	-	1 - 12'	None
211 13 131-022	Richard Munio 5999 Shaker Dr. Riverside, CA 92506	2769 2773	Single-Family Residence Single- Fam. Res. (Above Garage)	Single-Family Residential Single-Family Residential	C-2	60'	39	-	2	1 - 16'	None None
211 13 131-021	Keith L. McMillen 248 E. Monterey Pomona, CA 91767	2731	Scotch Mist Car Wash	Auto Service	C-2	120'	28	-	-	1 - 24' 1 - 17'	Monument Facade - Hand Painted
211 13 131-020	Chandravadant Shakta c/o Dineshkumar T. Shakta 2711 University Riverside, CA 91506	2711	Thunderbird Lodge	Motel	C-2	180'	17	-	50	1 - 32'	Facade Multiple Window - Re Price

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 2 of 8

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
211 13 131-019	Hassan Roostai 9540 Magnolia Ave. Riverside, CA 92503	2651	AAA Tire	Auto Service	C-2	60'	17	-	7	1 - 24'	Pole - Empty Facade - Multiple Plastic/Banners Window
211 13 131-018	Hassan T. Yousef Abad 11383 Magnolia Ave., No. 45 Riverside, CA 92505	2619	Discount Liquor & Grocery	Retail Commercial	C-2	60'	17	-	12	1 - 14'	Facade - Plastic Facade - Multiple Poster/Banners Window - Multiple Poster/Neon
211 13 131-017	Clara M. Shannon 6778 El Cajon Dr. Riverside, CA 92504	2585	Auto Upholstery	Auto Service	C-2	60'	143	-	15	1 - 19'	Facade
211 13 131-016	Clara M. Shannon 6778 El Cajon Dr. Riverside, CA 92504	-	Western Union Parking	Parking	C-2	40'	-	-	11	None	None
211 13 131-015	Clara M. Shannon 6778 El Cajon Dr. Riverside, CA 92504	2535	Western Union	Retail Commercial	C-2	52'	17	-	0	None	Roof
211 14 141-001	Robert W. Robertson 4398 Beechwood Pl Riverside, CA 92506	2489 2479	Ace Flooring Connie's Toys	Retail Commercial Retail Commercial	C-2	84'	17	-	8	1 - 14'	Roof; Multiple Window Roof; Multiple Window
211 14 141-009	Richard V. Gillespie 2431 University Ave. Riverside, CA 92507	2431	United Speedometer & Instrument	Auto Repair	C-2	64' + r	15	8	9	None	Facade - Raised Letter Monument /Readerboard
Comer Avenue											
211 14 142-004	LB Partnership 11440 San Vicente Blvd. Los Angeles, CA 90049	2371	Stop & Go	Retail Commercial	C-2	127' + r	41	32	16	1 - 24'	Pole w/ Readerboard Facade - Multiple Posters Multiple Window Posters

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 3 of 8

Assessor's Map Bk	Pg	Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
211	14	142-006	Edgar H. Wallace 2351 University Ave. Riverside, CA 92507	2351	Vacant Office ScreenMasters Printing ABC Upholstery	Commercial Office Commercial Office Auto Service	C-2	50'	102	-	9	1 - 21'	Facade - Hand Pianted Facade - Hand Pianted Facade - Hand Pianted
211	14	142-020	Richard B. Lybarger 2431 University Ave. Riverside, CA 92507	2337	United Transducers Exchange	Auto Parts	C-2	52'	43	-	5	1 - 20'	Facade - Raised Letter Address (No Name Sign)
211	14	142-002	John R. Bruyneel 4681 MacFarland St Riverside, CA 92506	2323	B & J Garage	Auto Service	C-2	50'	15	-	15	1 - 29'	Facade - Hand Painted
211	14	142-001	John R. Bruyneel 4681 Macfarland St Riverside, CA 92506	-	B & J Garage	Auto Service	C-2	51'	15	22	14	None	Facade - Hand Painted
Eucalyptus Avenue													
211	14	143-005	Jeff Muchamel c/o Hassan Mechammil 4434 Bergama Dr Encino, CA 91436	-	Vacant Land (Fenced)	Vacant	C-2	105'	-	-	-	1 - 29'	Freestanding - 3-sided: Build to Suit-Land Available
211	14	143-004	Creative Investment Diversified, Inc. P.O. Box 5186 Riverside, CA 92517	2259	E. Campbell Insurance Agency	Office	C-2	55'	33	-	5	1 - 14'	Facade - Painted Monument
211	14	143-003	Creative Investment Diversified, Inc. P.O. Box 5186 Riverside, CA 92517	2243	Suncrest Builders	Office	C-2	55'	39	-	5	1/2 - 7'	Facade - Painted Monument Window

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 4 of 8

Assessor's Map Bk	Pg	Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
211	14	143-002	Creative Investment Diversified, Inc. P.O. Box 5186 Riverside, CA 92517	2227	Single-Family Residence	Single-Family Residential	C-2	55'	33	-	5	1/2 - 7'	None
211	14	143-001	Betty L. McWhorter 3558 Redwood Dr. Riverside, CA 92501	2211	Lawton's Bail Bonds	Office	C-2	50'	33	24	3	None	Monument Door Poster
Franklin Avenue													
211	14	144-016	Herbert S. Weinper P.O. Box 7224 Redlands, CA 92375	2167	Unoccupied Building (Popeyes)	Vacant	C-2	106' + r	42	29	22	1 - 21'	Roof Monument
211	13	144-008	G. A. Everson 6113 HawardenDr. Riverside, CA 92506	2147	Riverside Tire Service	Auto Service	C-2	60'	37	-	9	1 - 39'	Facade Monument Multiple Window - Painted
211	13	144-014	Wilfred E. Phifer c/o BTAC Realty & Inv, Inc. 2244 State College Dr. Fulleston, CA 92631	2115	Pedrito's Mexican Cafe Mac's Coin Laundry (3771 Kansas)	Restaurant Retail Commercial	C-2	94' + r	21	21	23	1 - 25'	Roof Multiple Window - Painted
Kansas Avenue													
211	17	174-019	John E. Perrone 2178 Oak Crest Dr. Riverside, CA 92503	2093	Delia's Grinders	Restaurant	C-2	184' + r	31	68	50	1 - 41'	Facade
211	17	174-014	Jitendrakumak Bhakta 2055 University Ave. Riverside, CA 92507	2055	Stardust Motel	Motel	C-2	80'	33	-	5	1 - 31'	Pole - Multiple Facade - Hand Painted

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 5 of 8

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
211 17 174-013	Mary L. Baumberger 6024 Vista del Aquila Riverside, CA 92509	2039	Multi-Family Residence	Multi-Family Residential	C-2	60'	43	-	7	1 - 11'	None
211 17 174-012	Roy G. Kelly 2352 Boulder Bluffs Riverside, CA 92506	2025	Midas	Auto Service	C-2	50'	52	-	2	1/2 - 17'	Pole Facade
211 17 174-011	Roy G. Kelly 2352 Boulder Bluffs Riverside, CA 92506	-	Parking for Midas	Parking	C-2	25'	20	-	14	1/2 - 9'	None
211 17 174-010	Roy G. Kelly 2352 Boulder Bluffs Riverside, CA 92506	2009 2005	Hunan Garden 94¢ Video Store	Restaurant Retail Commercial	C-2	68'	52	14	9	1 - 20'	Roof Pole - Empty Window - Multiple

Douglass Avenue

211 17 175-004	Bhagu M. Patel c/o Sage & Sand Motel 1971 University Ave. Riverside, CA 92507	1995	El Paraiso	Restaurant	C-2	100'	44	14	27	1 - 25'	Roof Multiple Window Posters Banner
211 17 175-003	Bhagu M. Patel c/o Sage & Sand Motel 1971 University Ave. Riverside, CA 92507	1971	Sage & Sand Motel	Motel	C-2	150'	35	-	41	1 - 27' 1 - 20'	Pole - Multiple w/ Readerboard Facade
211 17 175-002	Margorie Wilson 6454 San Diego Riverside, CA 92506	±1951	Tina's (Mexican Food)	Restaurant	C-2	65'	39	24	12	1 - 31'	Pole Window - Multiple Neon & Posters

Dwight Avenue

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 6 of 8

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
Dwight Avenue											
211 17 176-012	Rocco J. Edivan c/o Whittier Thrift & Loan 14454 Whittier Blvd. Whittier, CA 90605	-	Vacant Land	Vacant	C-2	105'	-	-	-	1 - 22' 1 - 13' 1/2 - 13'	None
211 17 176-008	Phyllis D. Godlin & Marcia Price 1029 Franklin St. Santa Monica, CA 90403	-	Vacant Land	Vacant	C-2	50'	-	-	-	1 - 19' 1/2 - 13'	None
211 17 176-007	Peter Kuen Guu 1911 University Ave. Riverside, CA 92507	1911	Riverside Motel	Motel	C-2	160'	51	20	31	1 - 41' 1 - 20'	2 Pole Signs Facade Posters
Ottowa Avenue											
211 18 182-024	Andrew D. Geller 3297 Woodbine St. Los Angeles, CA 90064	1889	Kentucky Fried Chicken	Restaurant - Fast Food	C-2	100' + r	43	37	13	1 - 36'	Monumet Window - Multiple Hand Painted
211 18 182-016	Yong Jo Jung 1875 University Ave. Riverside, CA 92507	1875	Western Liquor & Deli	Retail Commercial	C-2	60	48	-	10	1 - 47'	Pole Window - Neon, Poster, Painted
211 18 182-017	Robert A. Haysom 11542 Hartford Ct. Riverside, CA 92503	1865	Wilson's Marine (Boat Sales)	Retail Commercial	C-2	60'	52	-	4	1 - 31'	Roof Pole - Multiple Window - Multiple Poster
211 18 182-018	Kamlesh N. Shah c/o Jeevan Ghatnekar 1875 University Ave. Riverside, CA 92507	1855 1857	Medical Office Family Dentistry	Professional Office Professional Office	C-2	60'	52	-	6	1 - 22'	Pole Facade - Readerboard Facade - Plastic

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 7 of 8

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
211 18 182-019	Joseph F. Poppler 1845 University Ave. Riverside, CA 92507	1845 - -	Landes Realty Town & Country Veterinary Memorable Travels	Professional Office Professional Office Professional Office	C-2	60'	82	-	14	1 - 24'	Pole - Multiple Facade - Multiple
211 18 182-020	Joseph F. Poppler 1845 University Ave. Riverside, CA 92507	1835	Sire East Bar & Grill	Restaurant	C-2	60'	52	-	25	1 - 29'	Pole Facade
211 18 182-021	Joseph F. Poppler 1845 University Ave. Riverside, CA 92507	1825 -	Family Dentistry Campus Income Tax Service	Professional Office Professional Office	C-2	60'	46	-	19	1 - 25'	Pole Facade - Multiple Posters Window - Multiple Poster/Painted
211 18 182-022	N. H. Mortara 760 S. Ridgemark Dr. Hollister, CA 95023	-	Coachman's Parking	Parking	C-2	60'	22	-	30	1 - 26'	None
211 18 182-023	N. H. Mortara 760 S. Ridgemark Dr. Hollister, CA 95023	1805	Coachman's Dinner House	Restaurant	C-2	60'	50	21	22	1 - 24'	Pole Facade
Mesa Street											
211 18 183-010	Gilralph, Inc. c/o R. Valenzuela 11921 Melody Ln. Moreno Valley, CA 92387	1795	Las Brizas	Restaurant/Dancing	C-2	115'	93	36	23	1 - 25'	Pole Facade - Multiple
211 18 183-011	Gilralph, Inc. c/o R. Valenzuela 11921 Melody Ln. Moreno Valley, CA 92387	-	Las Brizas Parking	Parking	C-2	65'	11	-	32	1 - 15'	None

UNIVERSITY AVENUE LAND USE INVENTORY

PARK AVENUE TO CHICAGO AVENUE - NORTH: Page 8 of 8

Assessor's Map Bk Pg Parcel	Property Ownership	Univ. Ave Address	Occupancy	Land Use	Zoning	Univ. Ave. Frontage	Setback fm Curb U. Ave.	Side St.	Pkg Spaces	Univ. Ave. Curb Cuts	Signs
211 18 183-020	Lear E. Simpson c/o Northern Automotive Corp. P.O. Box 6030 Phoenix, AZ 85005	1765	Kragen Auto Parts	Auto Service	C-2	120'	39	-	24	1 - 26'	Facade - Raised Letter Window - Multiple Poster/Painted Window - Neon Open
211 18 183-017	Lou Ella Duncan 6833 Shearwaters Dr. Carlsbad, CA 92009	1725	Unoccupied Building (Vince's)	Vacant	C-2	60'	34	-	39	1 - 22' 1 - 13'	Roof Monument
211 18 183-015	Joseph Chao 3011 Oakwood Ln. Torrence, CA 90505	1715	Unoccupied Building	Vacant	C-2	50'	115	-	26	1 - 30'	Facade - Multiple
211 18 183-016	Winchell's Donut Houses Operating Co. 16424 Valley View Ave. La Mirada, CA 90637	1705	Winchell's Donut House	Restaurant - Fast Food	C-2	42' + r	77	13	10	1 - 26'	Pole

Chicago Avenue

ACKNOWLEDGEMENTS

City Council

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Ronald O. Loveridge
Jack Clarke
Joy Defenbaugh
Robert A. Buster
Alex Clifford
Terri Thompson
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Recent Amendments

RESOLUTION NO. 18587

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIVERSIDE, CALIFORNIA, AMENDING THE UNIVERSITY AVENUE SPECIFIC PLAN TO FURTHER CLARIFY THE DEFINITION OF "SWAP MEET" AS SET FORTH IN CHAPTER 6, LAND USE REGULATIONS OF THAT SPECIFIC PLAN.

WHEREAS the City Council of the City of Riverside, California, adopted the University Avenue Specific Plan by Resolution No. 18169 on January 26, 1993; and

WHEREAS Chapter 6 of the University Avenue Specific Plan provides a number of definitions of words and phrases which have been specifically set forth for the purposes of the Specific Plan, including the following definition:

> "**Swap Meet** shall mean any event where new and secondhand goods are offered or displayed for sale or exchange and either (1) a fee is charged to sellers for the privilege of offering or displaying such goods; or (2) a fee is charged to prospective buyers for admission to the area where such goods are offered or displayed."; and

WHEREAS the University Avenue Specific Plan, at Chapter 6 Land Use Regulations (Table 2), further provides that outdoor swap meets are not a permitted land use within the Specific Plan area and indoor swap meets are a permitted land use with a conditional use permit in Subdistrict 1, but are not a permitted land use in Subdistricts 2, 3, 4a and 4b within the Specific Plan area; and

WHEREAS the City Council of the City of Riverside, California, has considered an interpretation of the definition of the term "swap meet" as presently set forth in Chapter 6 of the University Avenue Specific Plan to further clarify the existing definition for permitted land uses within the bounds of the Specific Plan; and

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WHEREAS the City Council of the City of Riverside, California, advertised for and held a public hearing on October 18, 1994, and was continued to October 25, 1994, to consider Case SP-001-945;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Riverside, California, that the City Council finds as follows:

1. It is in the public interest to amend the University Avenue Specific Plan as more particularly described below to further its overall objectives as stated in the Specific Plan; specifically, the intent to encourage an appropriate mix of land uses and investment on the Avenue to revitalize and bring about a demonstrable change in the Avenue's character and to limit or prohibit certain objectionable uses along certain segments of University Avenue.

2. The amendment will not have a significant effect on the environment.

BE IT FURTHER RESOLVED that Chapter 6, subsection 6.1 Definitions, of the University Avenue Specific Plan is hereby amended by deleting therefrom the existing definition of "swap meet" and replacing it with the following definition:

> "'**Indoor Swap Meet**' shall mean any store where merchandise is offered or displayed for sale or exchange and in which the sales area has been subdivided to allow for individual sales booths which are available for lease to individual tenants. For purposes of this definition, areas bounded by permanent floor-to-ceiling walls or windows, in which all entryways are capable of being closed and locked, shall be considered separate stores and not subdivisions of one store. No store in which one vendor occupies at least eighty

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percent (80%) of the floor area used for sale of goods shall be considered an indoor swap meet. For purposes of this section, a vendor is each person offering goods for sale in a store who is subject to a permit from the State Board of Equalization to engage in or conduct business as a seller at that store. Each such vendor shall be deemed a tenant in that store. The term swap meet is interchangeable with and applicable to flea markets, auctions, farmers' markets (except certified farmers' market as defined in Chapter 19.04 of the Riverside Municipal Code) or other similarly named or labeled activities; but the term does not include the usual supermarket or department store retail operations."

BE IT FURTHER RESOLVED that the amendment adopted by this resolution shall be noted in the appropriate specific plan document previously adopted by the City Council.

ADOPTED by the City Council and signed by the Mayor and attested by the City Clerk this 25th day of October, 1994.

Ronald O. Loveridge
Mayor of the City of Riverside

Attest:

Karen E. Lindquist
City Clerk of the City of Riverside

KMG/sb
10/20/94

City Attorney's Office
3900 Main Street
Riverside, CA 92522
(909) 782-5567

I, Karen E. Lindquist, City Clerk of the City of Riverside, California, hereby certify that the foregoing resolution was duly and regularly introduced and adopted at a meeting of the City Council of said City at its meeting held on the 25th day of October, 1994, by the following vote, to wit:

Ayes: Councilmembers Beaty, Moore, Defenbaugh, Kane, Clifford, Thompson and Pearson.

Noes: None.

Absent: None.

IN WITNESS WHEREOF I have hereunto set my hand and affixed the official seal of the City of Riverside, California, this 25th day of October, 1994.

Karen E. Lindquist

City Clerk of the City of Riverside

ty Attorney's Office
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verside, CA 92522
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